

First Illustrative Embodiment

FIG. 1

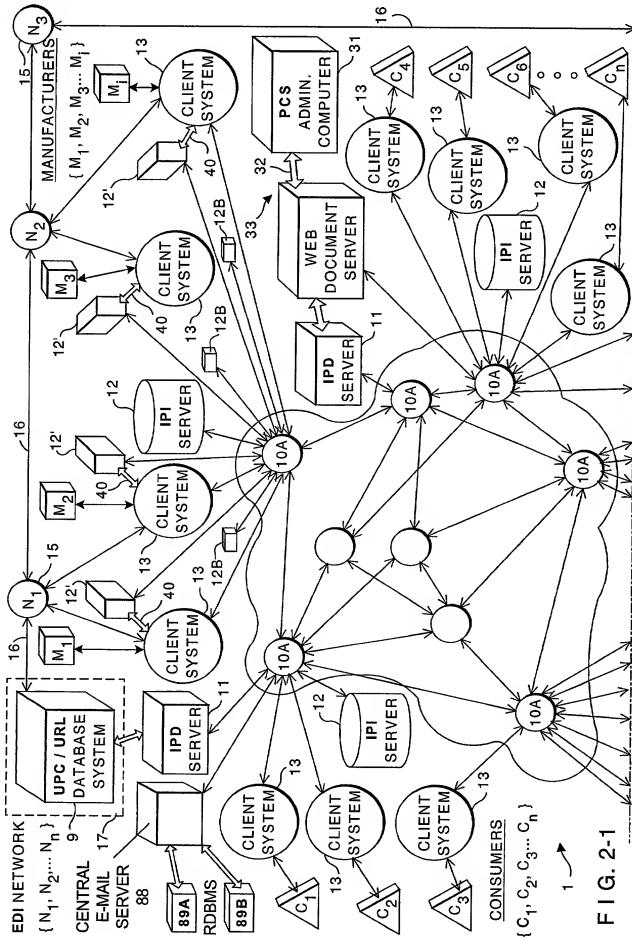


FIG. 2-1

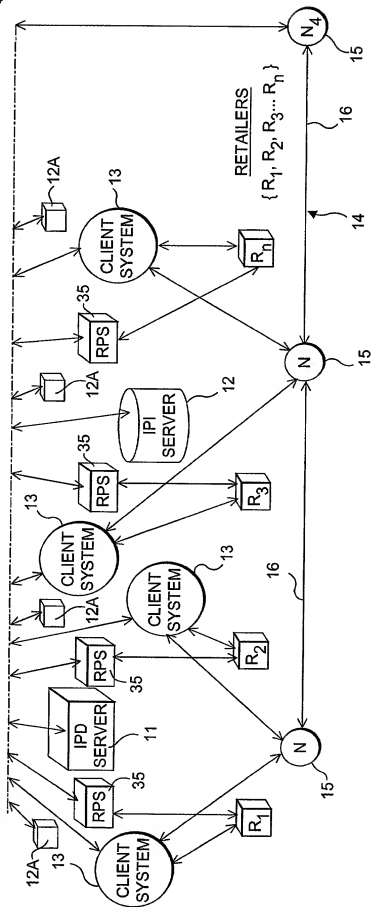


FIG. 2-2

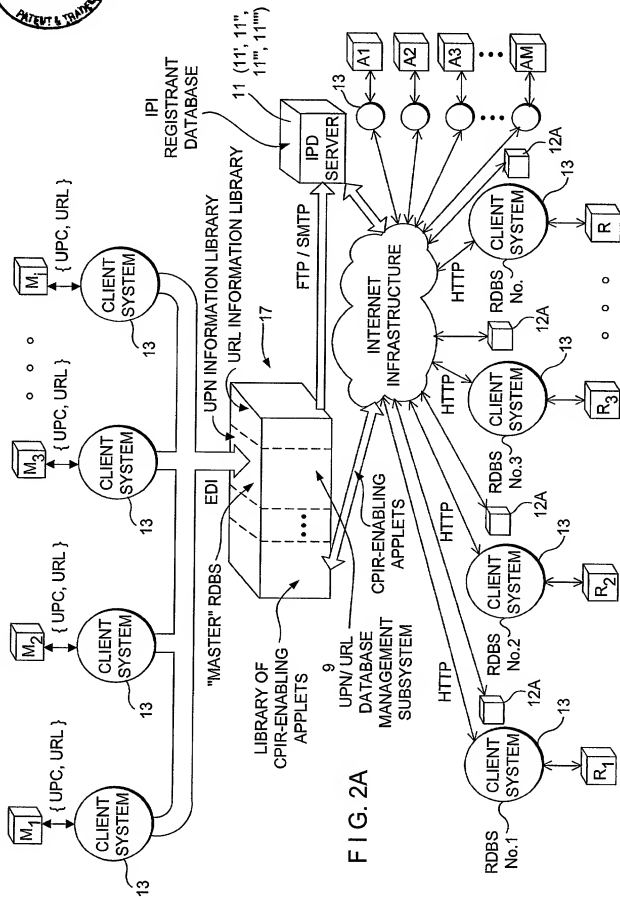
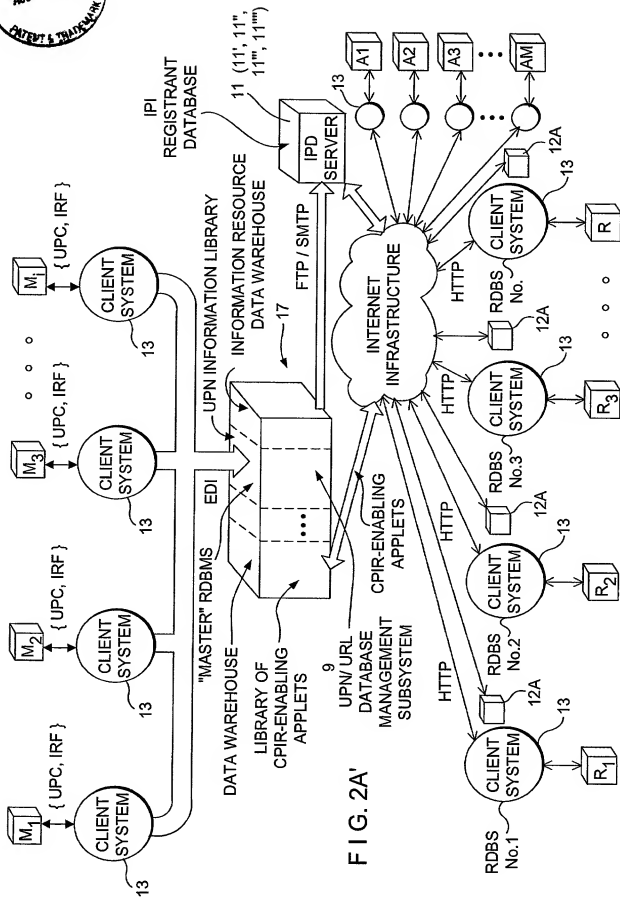


FIG. 2A







# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

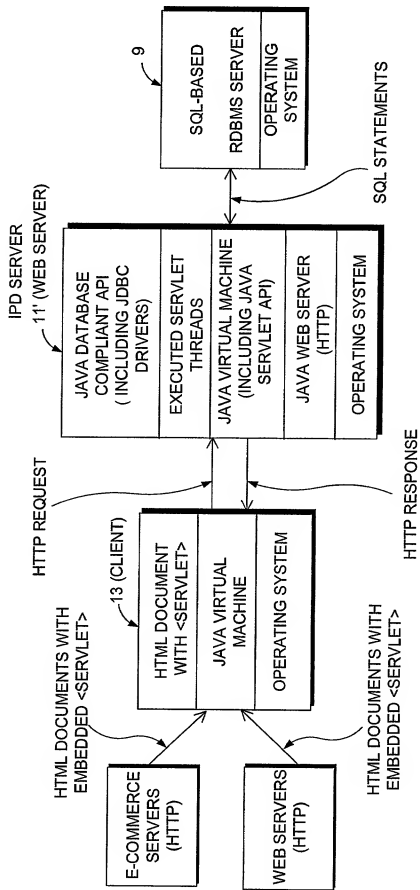


FIG. 2B1



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

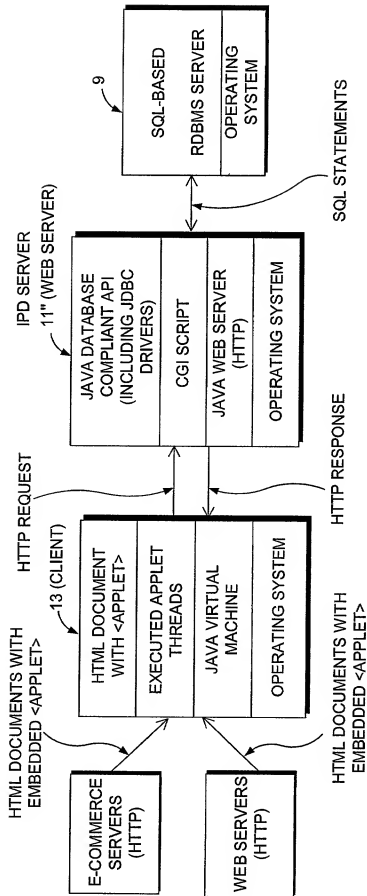


FIG. 2B2



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING  
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

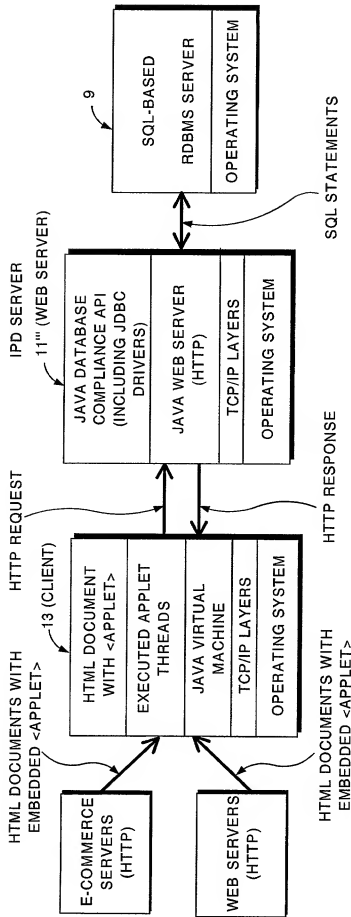


FIG. 2B3



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

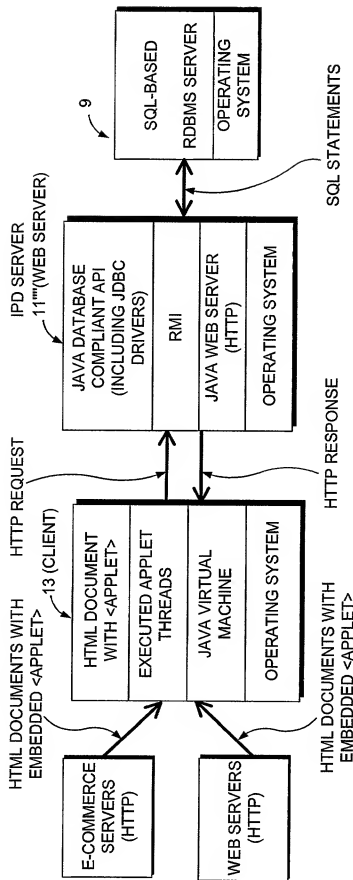


FIG. 2B4



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

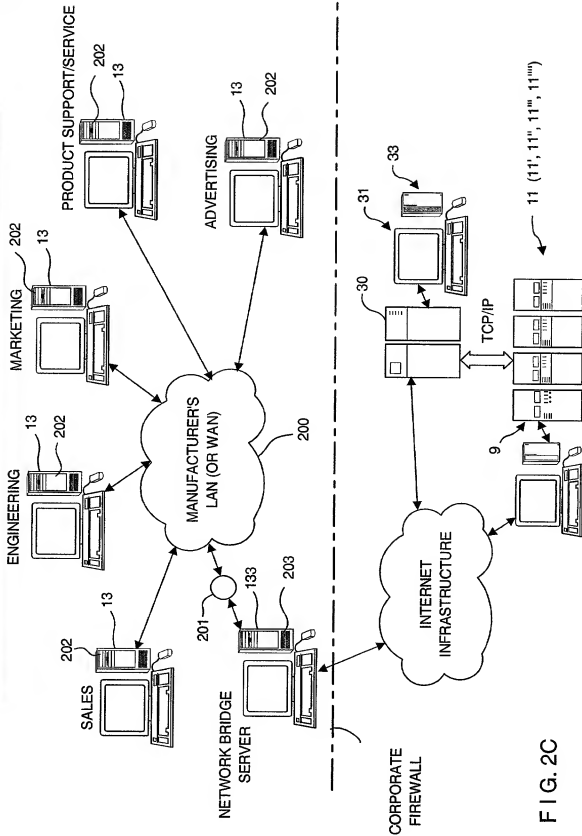
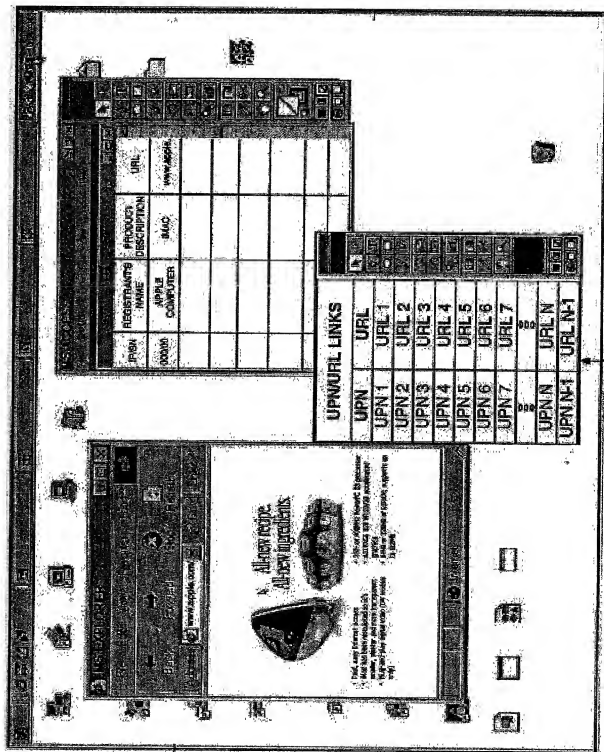


FIG. 2C

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FIG. 2C1

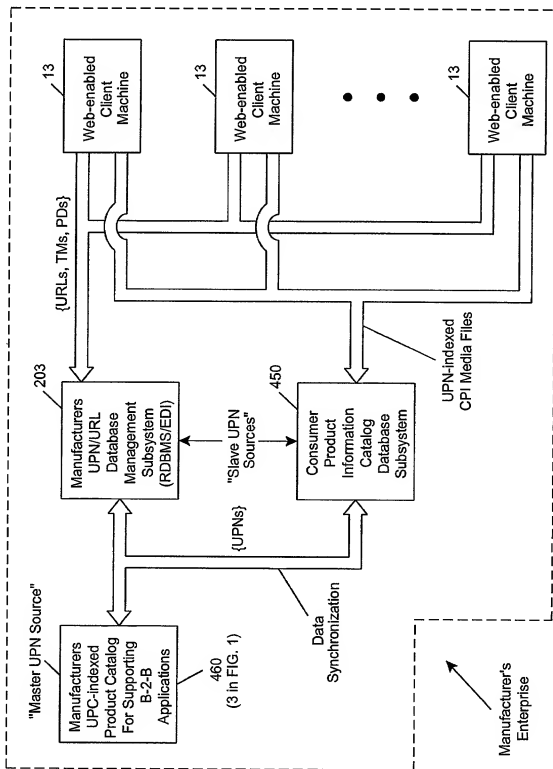


FIG. 2C2



FIG. 2C3



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

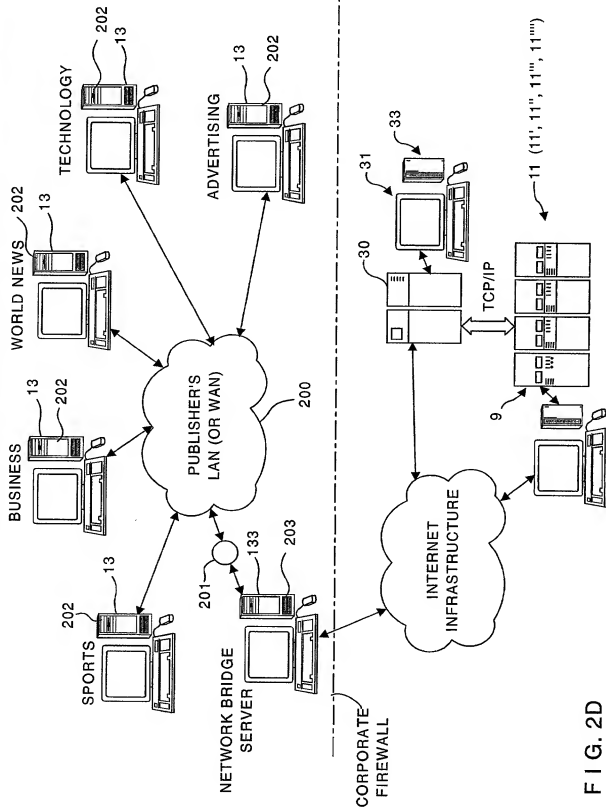


FIG. 2D

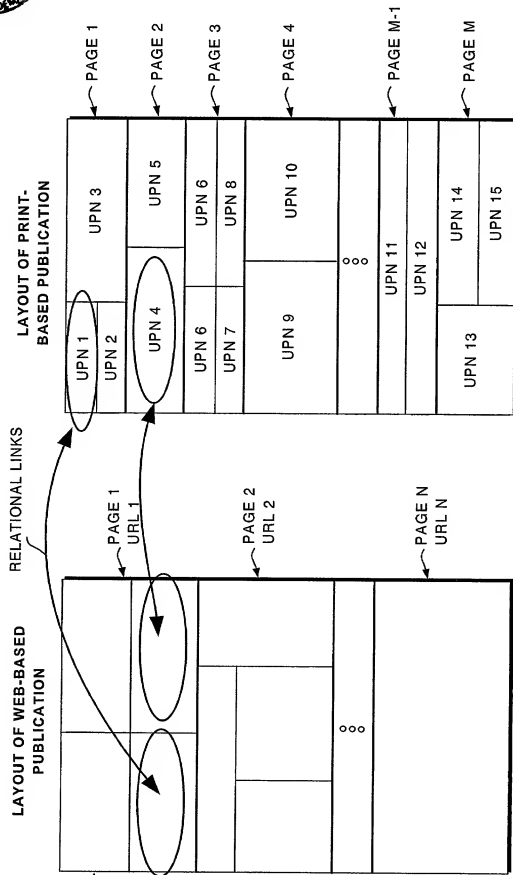


FIG. 2E1

FIG. 2E2



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UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

F I G. 2E3

The image displays two screenshots of a web browser interface, likely from the early 2000s, showing search results and a table of links.

**Left Screenshot (Search Results):**

- The browser window shows a search results page with a search bar at the top.
- Three search results are displayed, each with a title and a URL:

  - URL 1**: The title is "UPN 1" and the URL is "http://www.upn.com/".
  - URL 2**: The title is "UPN 2" and the URL is "http://www.upn.com/".
  - URL 3**: The title is "UPN 3" and the URL is "http://www.upn.com/".

**Right Screenshot (Table of Links):**

The browser window shows a table titled "UPN/URL LINKS". The table has two columns: "UPN" and "URL".

UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN N	URL N
UPN N-1	URL N-1

An arrow points from the "UPN N" row in the table to the "UPN N" row in the table.

FIG. 2E4

400

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# UPN/URL DATA LINKING MODE

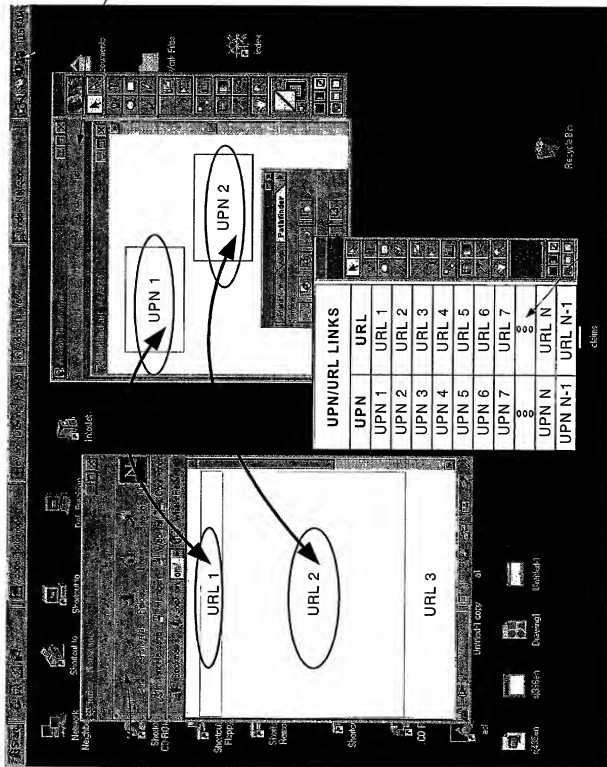


FIG. 2E5

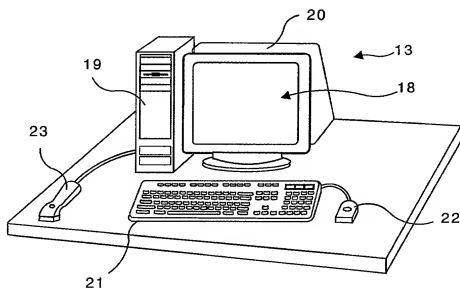


FIG. 3A1

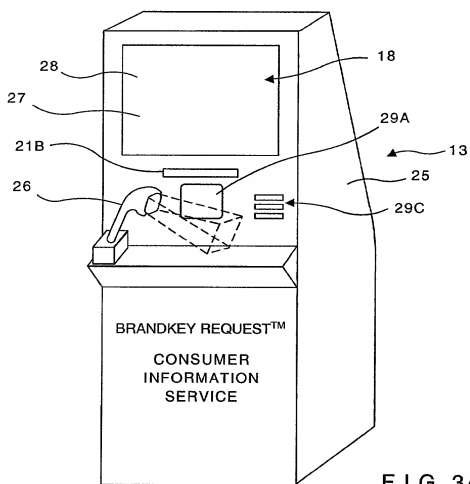


FIG. 3A2

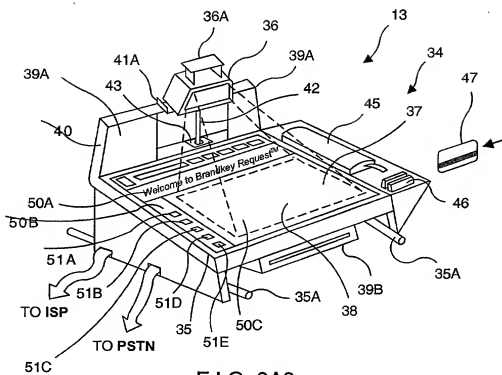


FIG. 3A3

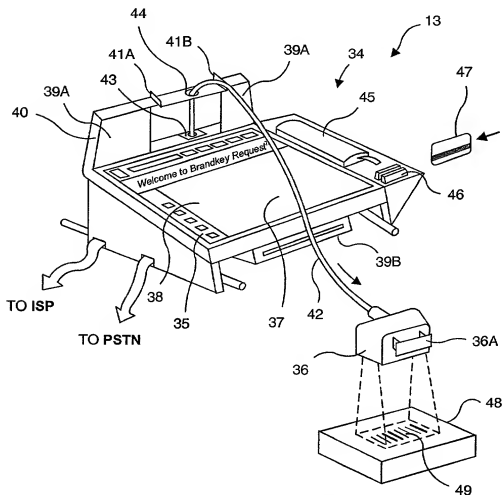


FIG. 3A3'



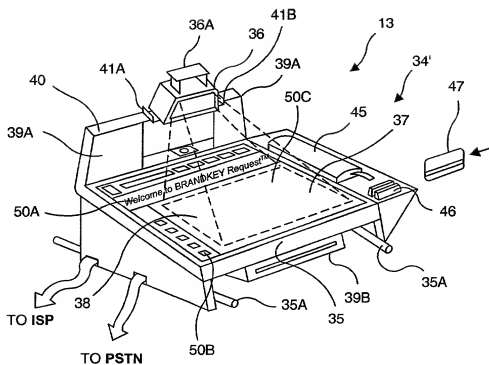


FIG. 3A4

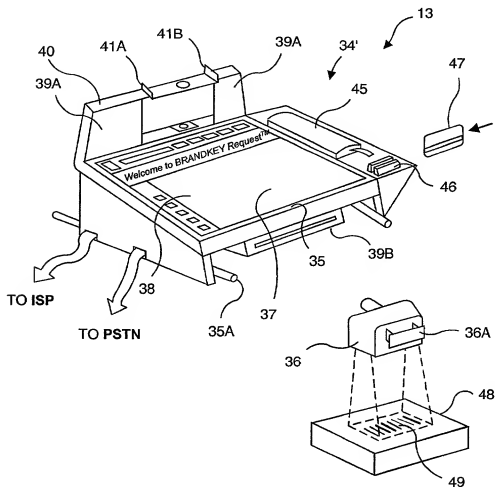


FIG. 3A4'

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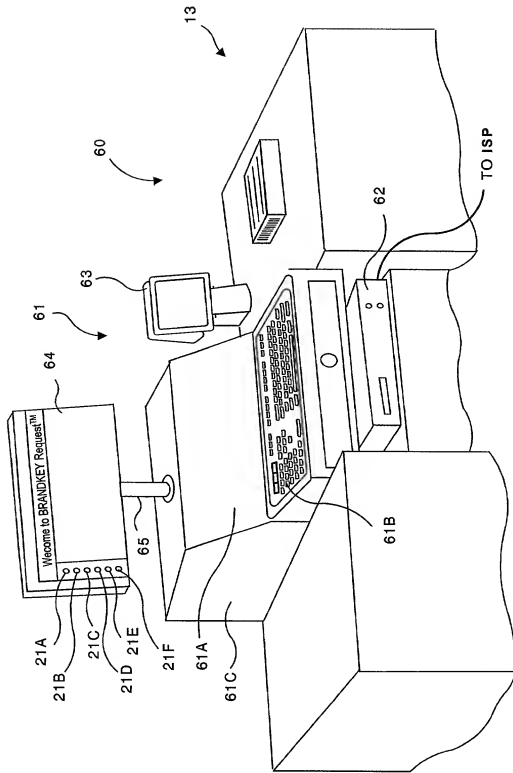


FIG. 3A5











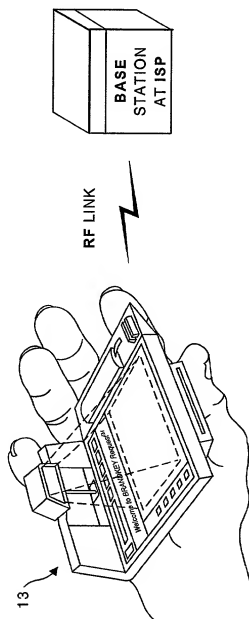


FIG. 3A6

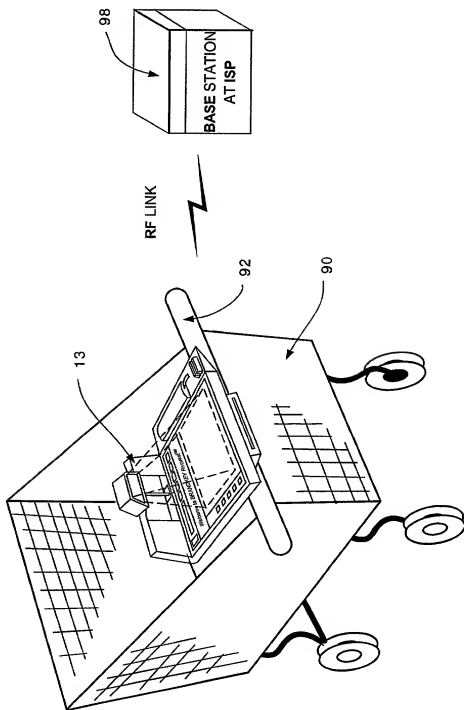


FIG. 3A7

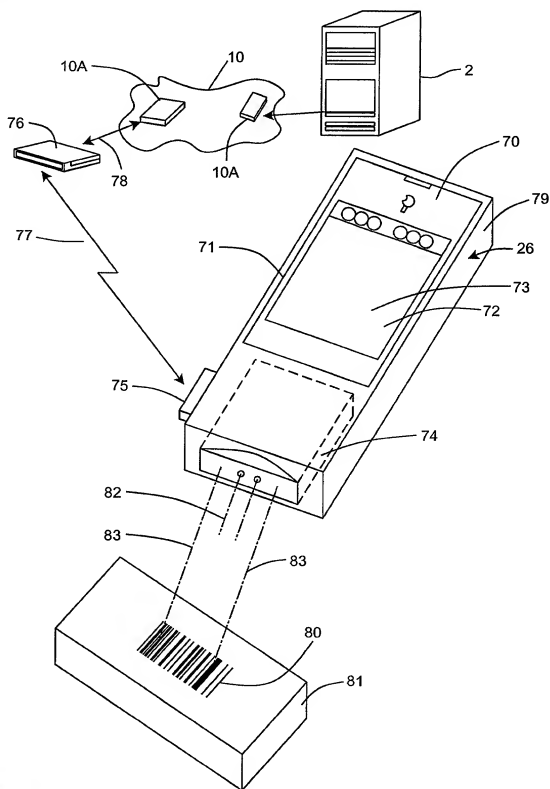


FIG. 3A8

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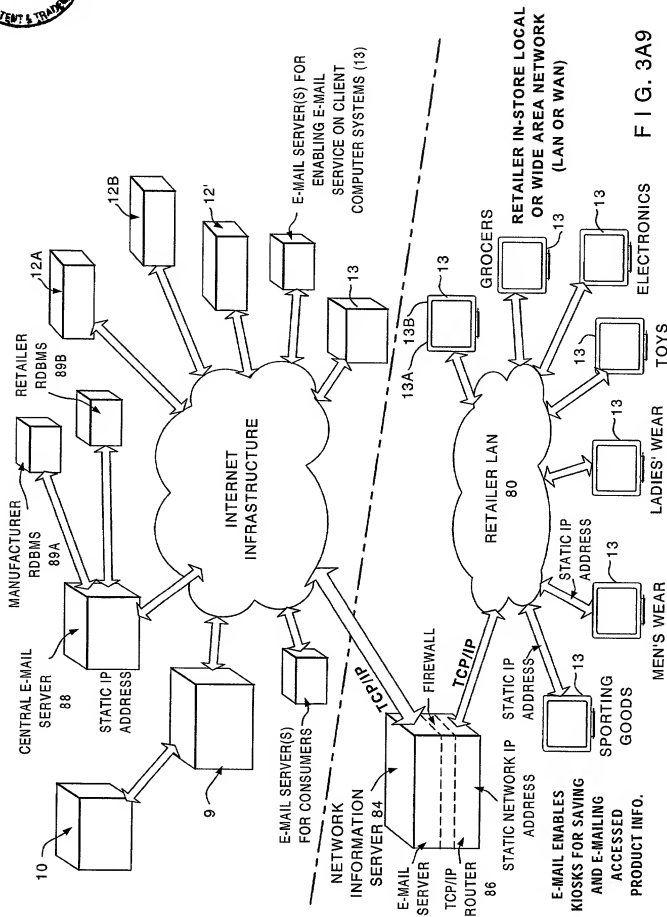


FIG. 3A9

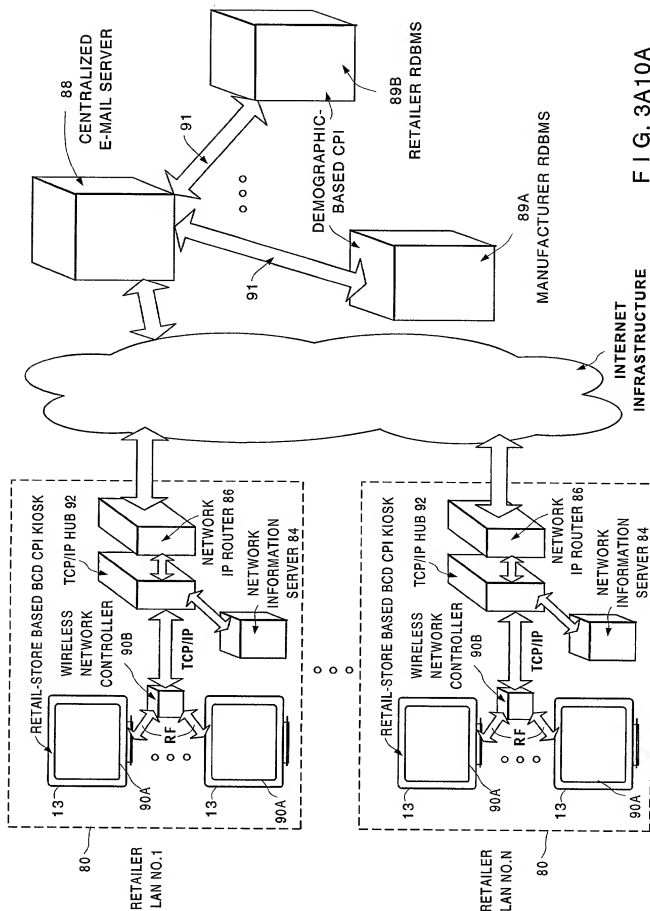
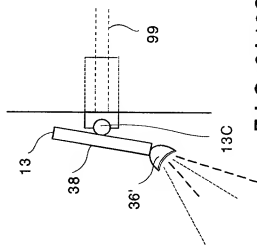
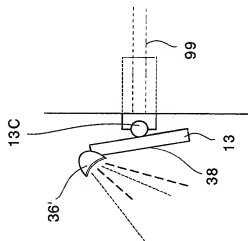
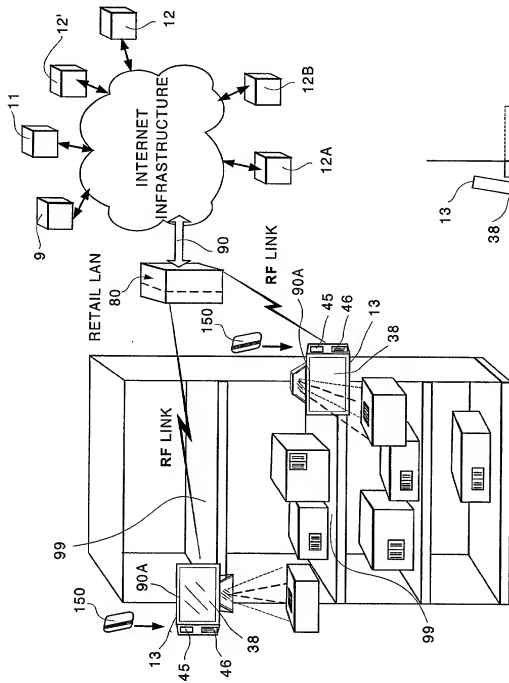


FIG. 3A10A





[illegible]

FIG. 3A11

[illegible]

FIG. 3A12



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(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE** AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "**ELECTRONIC-MAIL**" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER

iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT

iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A



ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B



A

A

USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

C

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "CAPTURE, SAVE & ATTACH") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE

D

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE CAPTURED, STORED AND ATTACHED TO THE OPENED CPI-TRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE ATTACHED TO THE CPI-ENABLING ENVELOPE)

E

B

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FIG. 3A13B



B

UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

F

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

G

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FIG. 3A13C

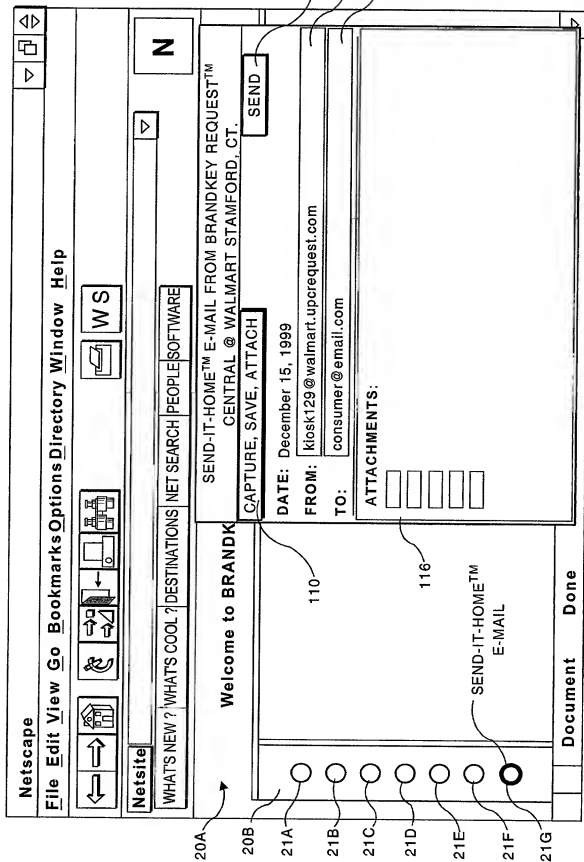


FIG. 3A14

(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE** AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING **"ELECTRONIC-MAIL" ENVELOPE** HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A



A

USE THE **UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME** ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE **BCD CPI KIOSK** WITHIN THE RETAIL SHOPPING ENVIRONMENT

C

SELECT THE **FIRST SINGLE-CLICK BUTTON** ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "**CAPTURE & RECORD**") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE

D

SEQUENTIALLY REPEAT **STEPS C AND D** FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE **CAPTURED AND RECORDED** TO THE OPENED CPI-TRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

E

B

FIG. 3A15B

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B

UPON **CAPTURING AND RECORDING** THE URLS OF A DESIRED  
NUMBER OF CONSUMER PRODUCT RELATED INFORMATION  
RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT  
THE SECOND SINGLE-CLICK BUTTON ON THE CPI-  
TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND")  
THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO  
THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL  
ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE  
DURING STEP D, AND THEREAFTER, AUTOMATICALLY

F

MAINTAIN AN INFORMATION RECORD OF EACH CPI-  
TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON  
THE **E-MAIL SERVER** ON EACH RETAILER TCP/IP INFORMATION  
NETWORK , AND TRANSPORT A COPY THEREOF TO THE  
**CENTRAL E-MAIL SERVER**

G

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FIG. 3A15C

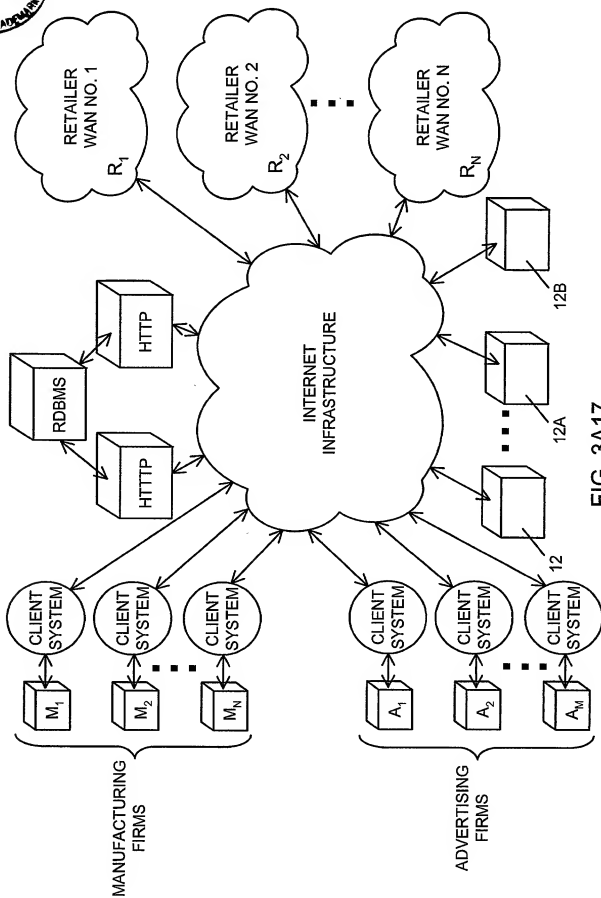
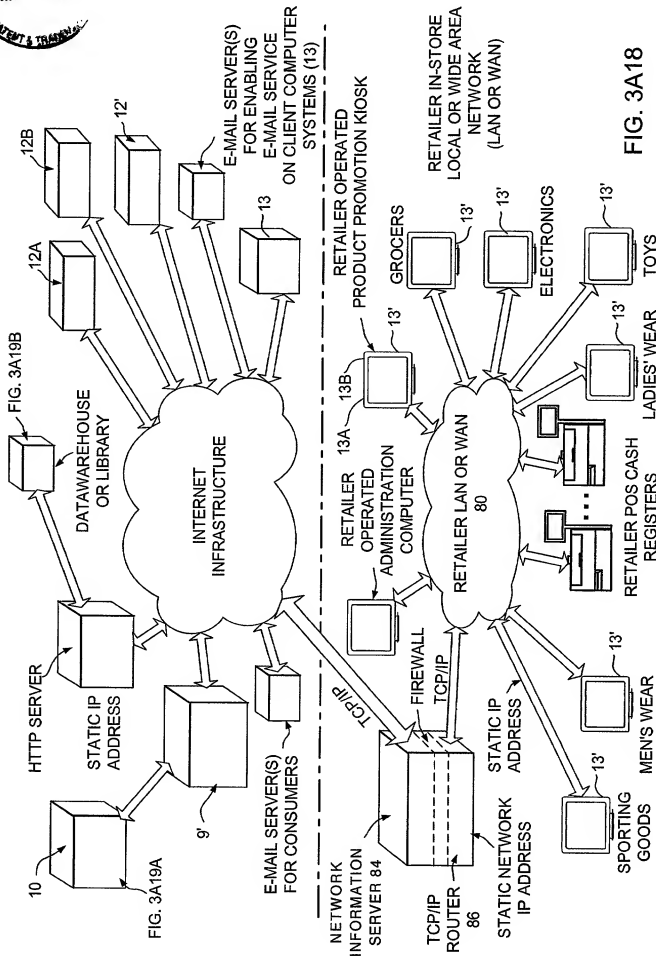


FIG. 3A17

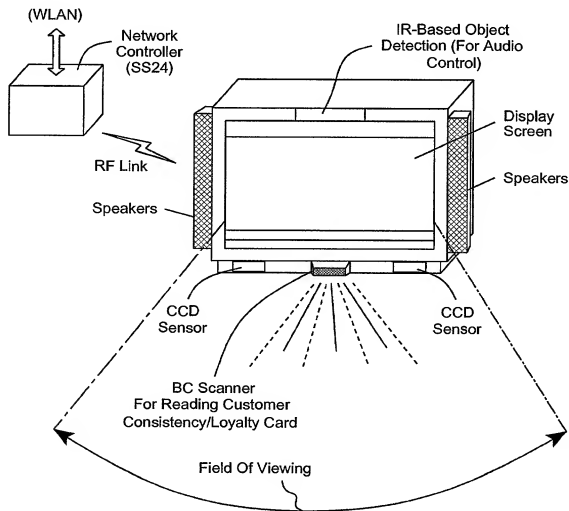


209080-9/065001



UPN	RETAILER	URL NO.1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A



Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

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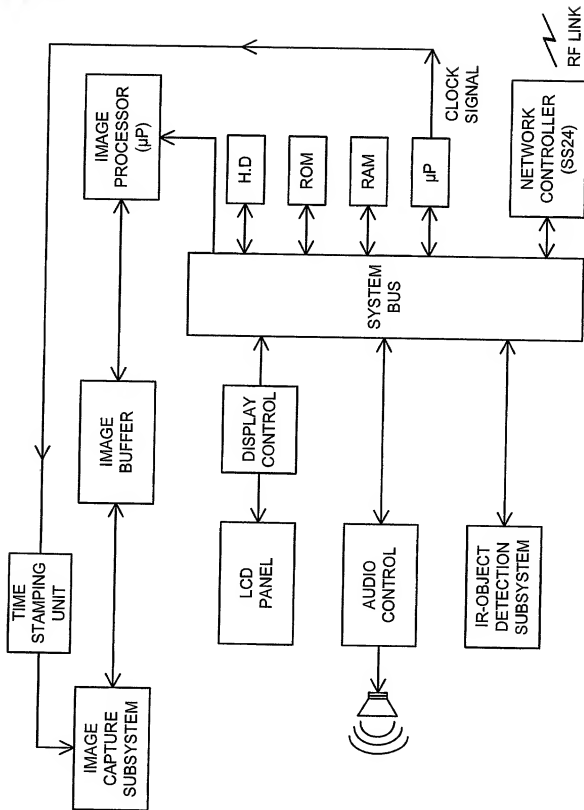


FIG. 3A19D

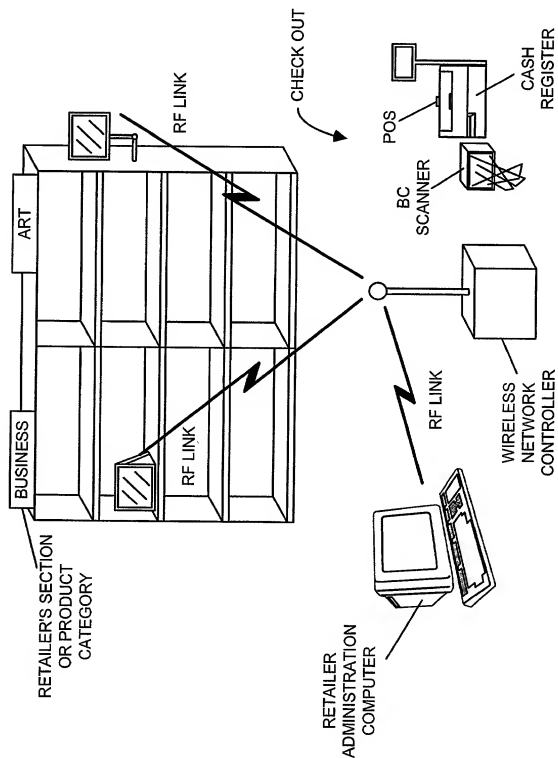


FIG. 3A20

209080-9/065001



DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A





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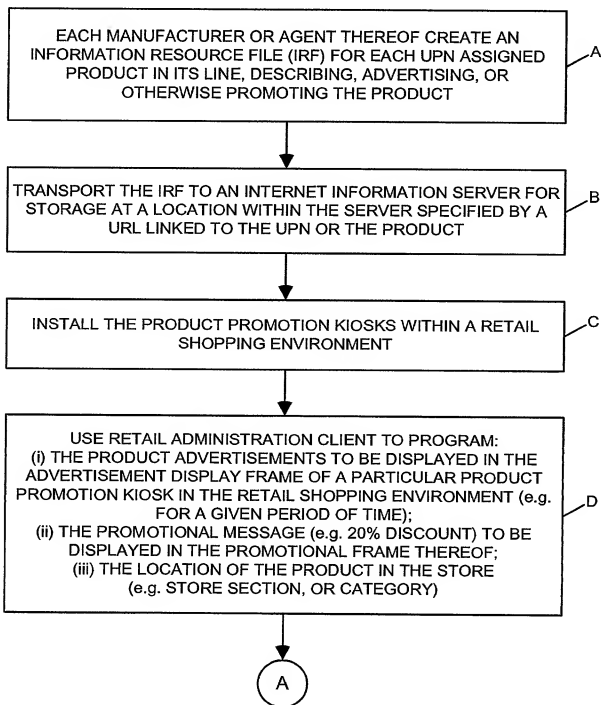


FIG. 3A22A



A

DISPLAY PRODUCT ADVERTISEMENTS, PROMOTIONS AND  
PRODUCT LOCATIONS ON PRODUCT PROMOTION KIOSKS  
THROUGHOUT THE RETAIL SHOPPING ENVIRONMENT IN  
ACCORDANCE WITH THE SCHEDULE PROGRAMMED BY THE  
RETAILER ADMINISTRATION CLIENT

E

DURING PRODUCT PROMOTION DISPLAY, COLLECT  
INFORMATION REGARDING:  
(i) THE NUMBER OF EYES LOOKING AT EACH PRODUCT  
ADVERTISEMENT OR A PARTICULAR PRODUCT PROMOTION  
KIOSK, AND  
(ii) THE NUMBER OF PRODUCTS SOLD IN THE RETAIL SHOPPING  
ENVIRONMENT ON A PARTICULAR DAY

F

REPROGRAM THE PRODUCT PROMOTION KIOSKS IN RESPONSE  
TO THE INFORMATION COLLECTED AT BLOCK F SO AS TO  
ARCHIVE THE PRODUCT PROMOTION GOODS WITHIN THE RETAIL  
SHOPPING ENVIRONMENT

G

FIG. 3A22B

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[illegible]

FIG. 3A23

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UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24



Netscape
File Edit View Go Bookmarks Options Directory Window Help

Netsite <http://www.tipatlaw.com>

WHAT'S NEW ? WHAT'S COOL ? DESTINATIONS NET SEARCH PEOPLE SOFTWARE

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<http://www.tipatlaw.com>

"To own an invention, one must claim the invention;  
 To claim the invention, one must express the invention in words."  
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Document
Done

FIG. 3B

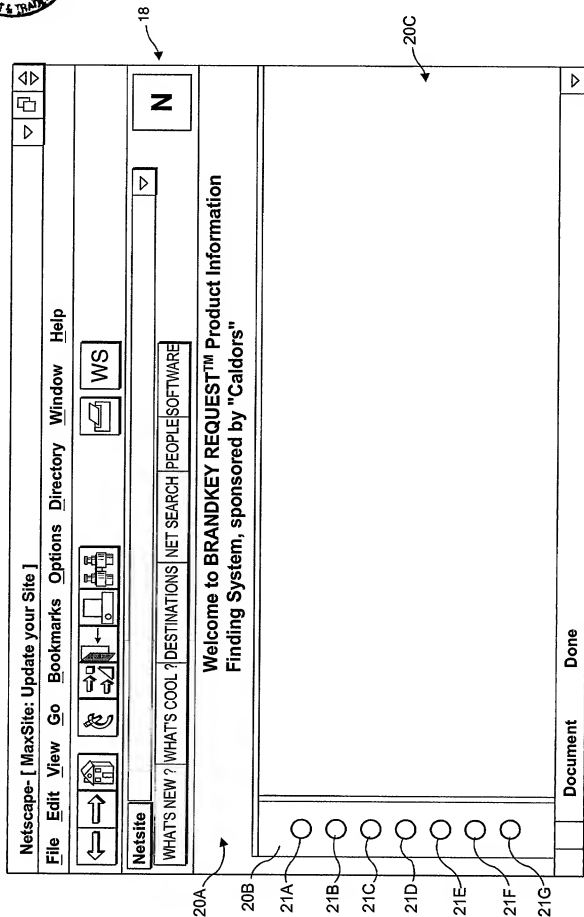


FIG. 3C

209080-9/069001



IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY

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URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLANEOUS INFORMATION FIELD	PRODUCT ADVERTISING INFORMATION FIELD
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 4A2



209080" 9/065001



IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B



Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

Consumer Product	
UPC Number	A
Company Name	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Manufacturer Website URL	A
Product Description	T
Information Resources on the WWW	
UPC Number	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Company Name	A
URL for Product Description	A

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

FIG. 4C

FIG. 4C1

209080 92065001



Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3



10059076.000602

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

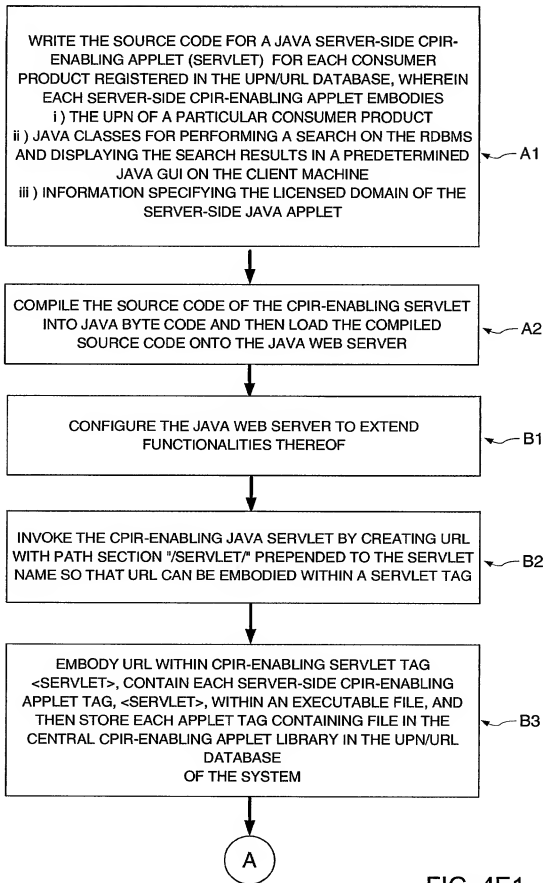


FIG. 4E1



A

DISTRIBUTE THE APPLLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE SERVER-SIDE APPLLET TAGS CONTAINED THEREWITHIN, AND EMBD THE CPIR-ENABLING APPLLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

D

SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED SERVER-SIDE CPIR-ENABLING APPLLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS

E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED SERVER-SIDE CPIR-ENABLING APPLLET TAGS

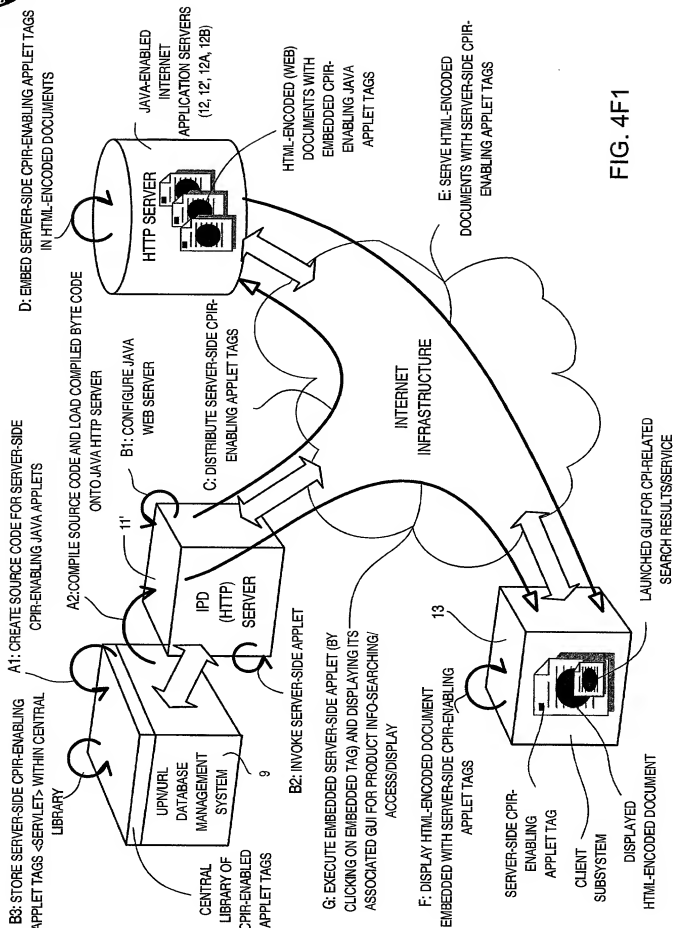
F

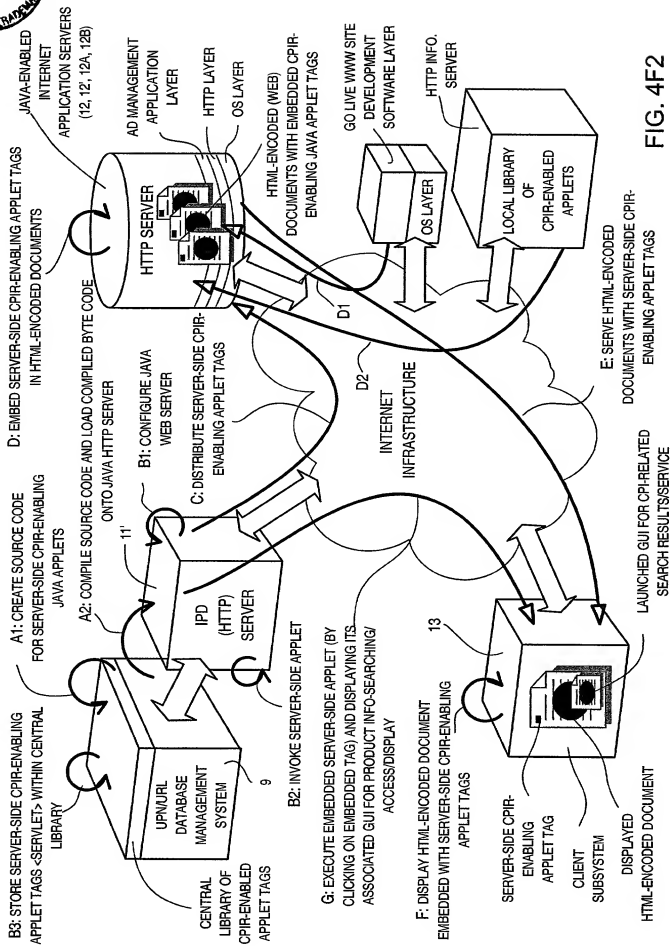
EXECUTE THE ASSOCIATED UPN-ENCODED SERVER-SIDE APPLLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLLET WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

G

FIG. 4E2

10059076.080602







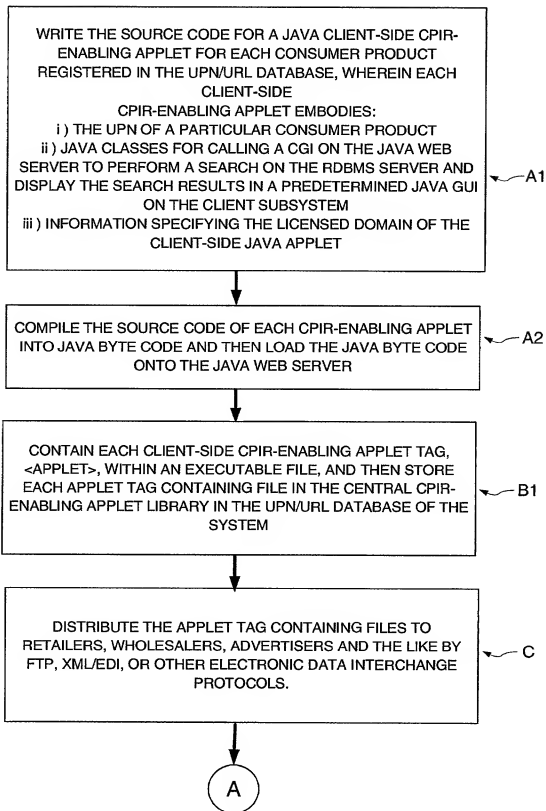


FIG. 4G1

10059076.080602



A

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

D

SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS

E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS

F

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

G

FIG. 4G2

10059075-080602

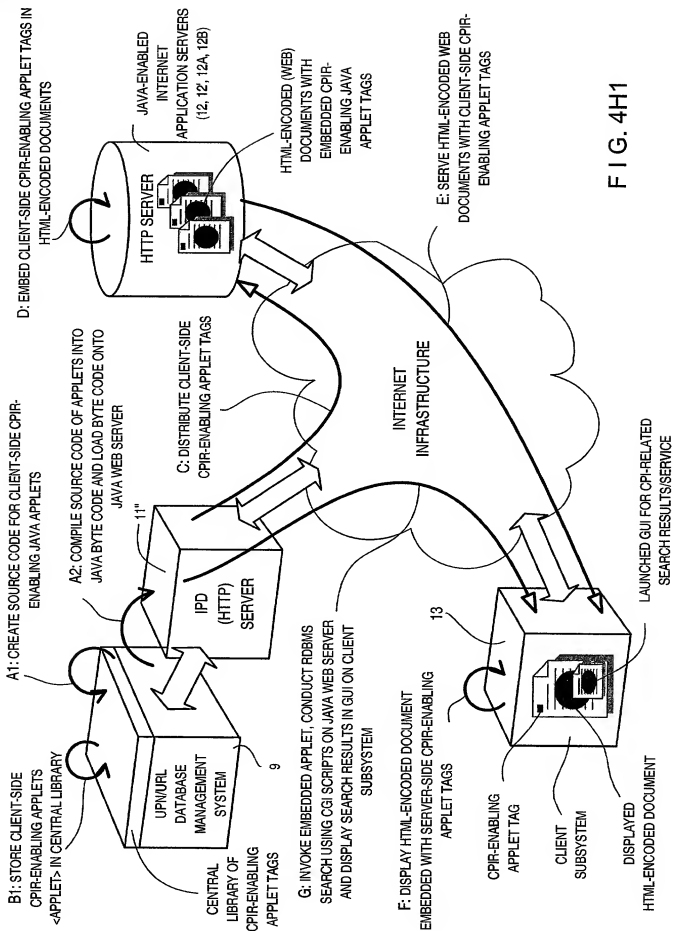
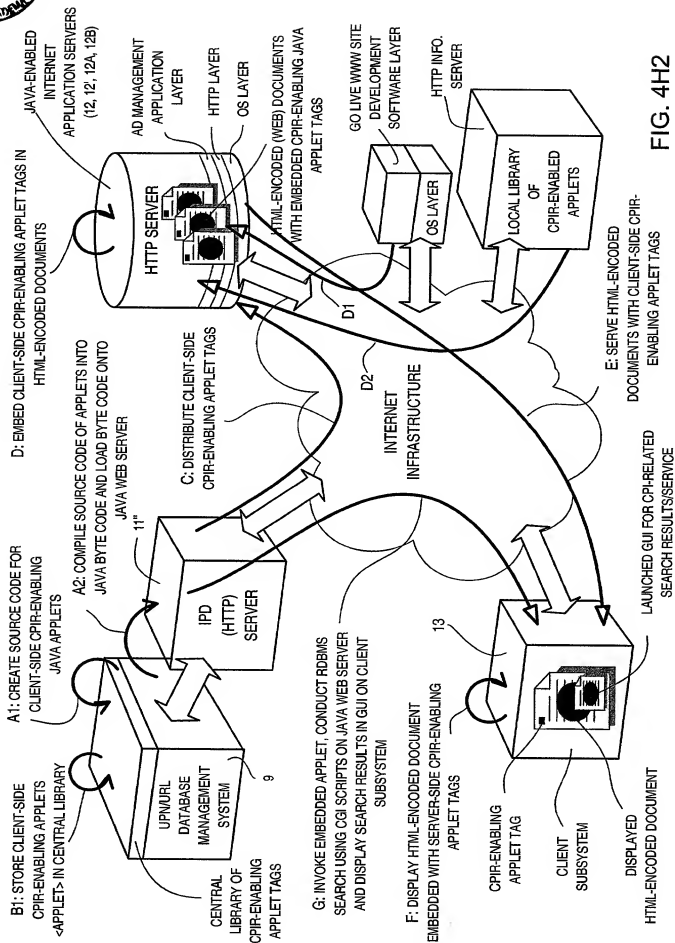


FIG. 4H1





10059076-080602

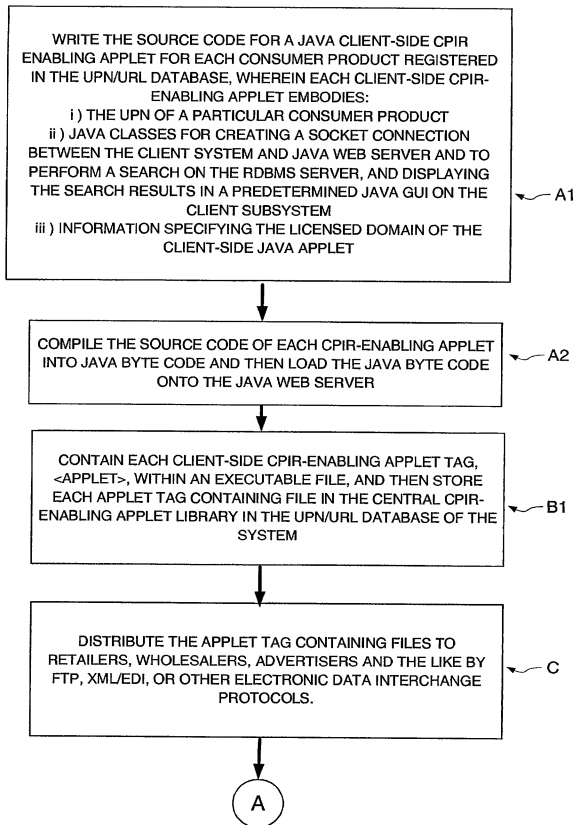


FIG. 4I1



A

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

D

SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS

E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS

F

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

G

FIG. 412

1059076-080602

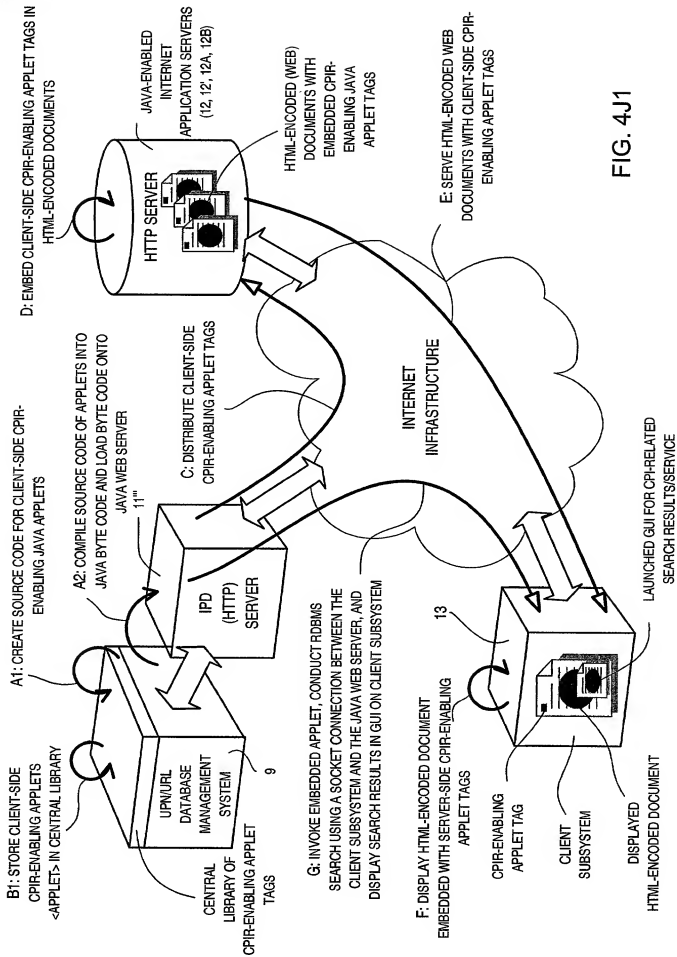


FIG. 4J1

209080-92065001

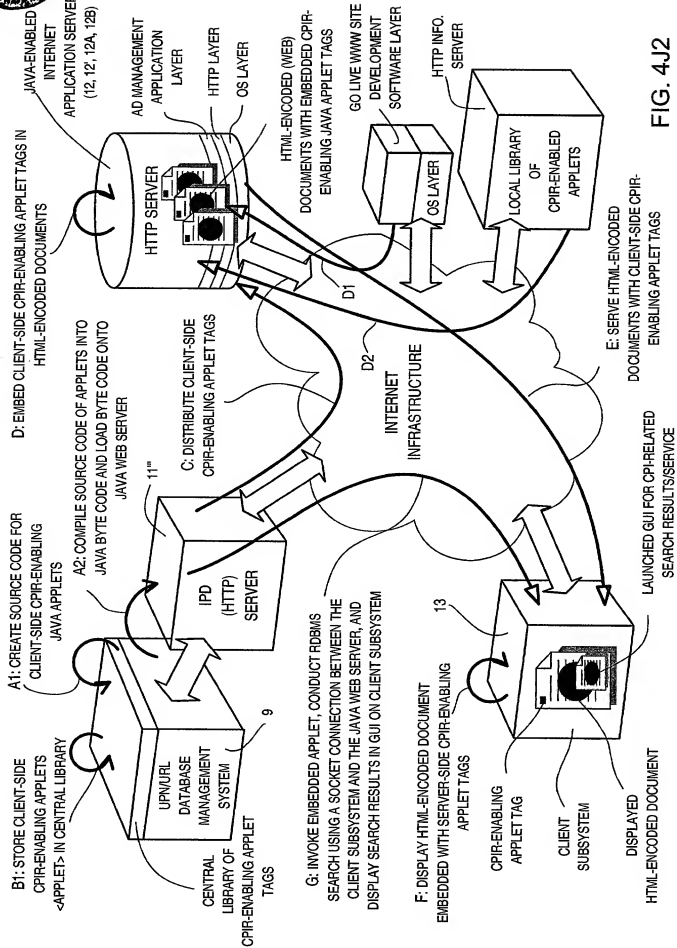


FIG. 4J2





WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET EMBODIES:

- i ) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii ) JAVA CLASSES FOR CALLING AN RMI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
- iii ) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLLET

A1

↓

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

↓

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET TAG, <APPLLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

B1

↓

DISTRIBUTE THE APPLLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

↓

A

FIG. 4K1

10059076-000602



A

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

D

SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS

E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLLET TAGS

F

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

G

FIG. 4K2

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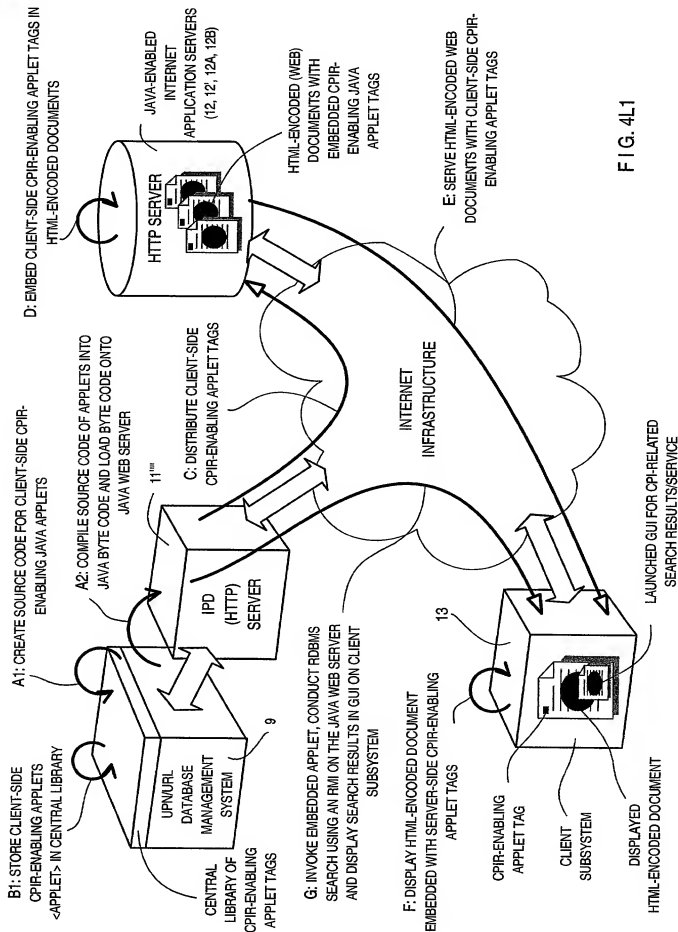


FIG. 4L1



209080\* 92065001



BrandKey Request™ CONSUMER PRODUCT INFORMATION SERVER

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS

UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	Click here to download
111111111111	Sony	1111111111111111	Click here to download
2222222222	J. Crew	22222222222222	Click here to download
			Click here to download
			Click here to download

BrandKey Request™

Trademark™

Home-Page™

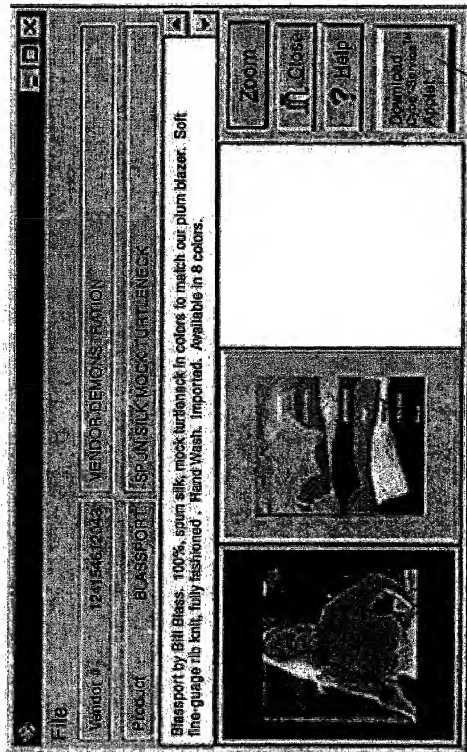
Product Description™

Brandline™

Send-It-Home™

FIG. 4M1

209080\*92065001



100

FIG. 4M2



FIG. 4N1

209080 92065007

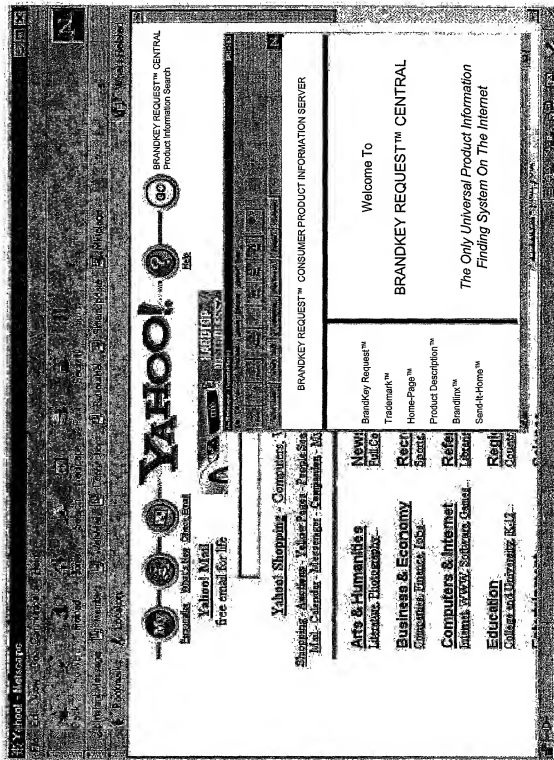


FIG. 4N2



209080" 9206500T

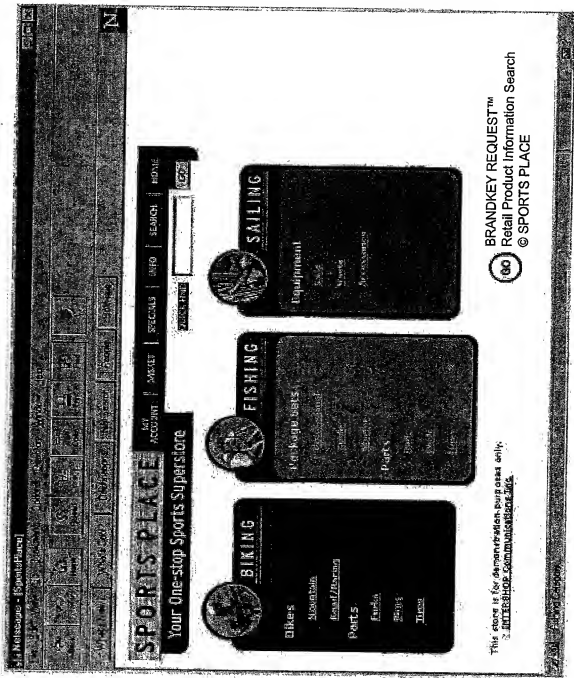


FIG. 401

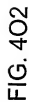


FIG. 402

209080 \* 9/065001

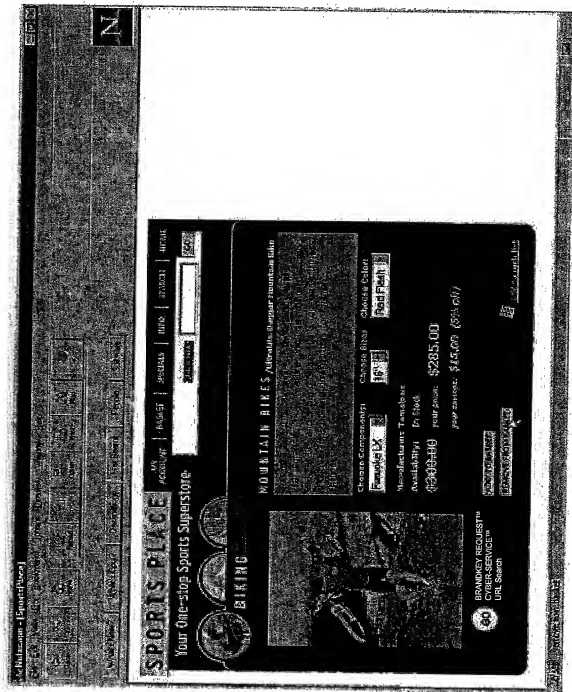


FIG. 4P1

209080\*92065001



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[FAQ](#)
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[SPECIALS](#)
[FAQ](#)
[SEARCH](#)
[HOTLINE](#)

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 Mountain Bikes  
 Normalization Time  
 Availability In Stock  
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 your choice

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 CYBER SERVICE™  
 URL Search

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Search Results for:  
 Manufacturer ID: 000000  
 UPC: 000000000000  
 Trademark: Rivalry LX

Product Description  
<http://www.brandkey.com/mountainbiking/>  
 Advertisements  
<http://www.brandkey.com/mountainbiking/>  
 Endorsements  
<http://www.brandkey.com/mountainbiking/>  
 Warranty Service  
<http://www.brandkey.com/mountainbiking/>  
 Discounted Returns  
<http://www.brandkey.com/mountainbiking/>

FIG. 4P2



FIG. 4Q1

209020\*92065001

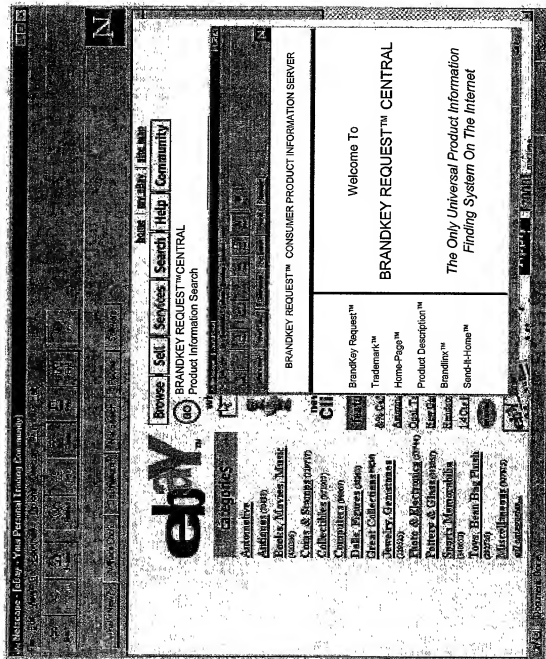


FIG. 4Q2



FIG. 4R1



FIG. 4R2







MacMail The Mail with it all - Netscape

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- Plug-and-play digital video (DV models only)
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- ATI Rage 128 VR 2D/3D accelerated
- 64MB or 128MB of SDRAM; supports up to 512MB

**BRANDKEY REQUEST™**  
URL Search

FIG. 4S3

A circular black ink stamp from the Intellectual Property Office (IPO). The text "O I P E" is curved along the top inner edge, and "J C E" is at the top right. The date "AUG 06 2002" is stamped in the center. The words "PATENT &amp; TRADEMARK OFFICE" are curved along the bottom inner edge.



AMG 8 6 2002

PATENT & TRADE MARK



FIG. 4T2



# MANUFACTURER / PRODUCT REGISTRATION MODE

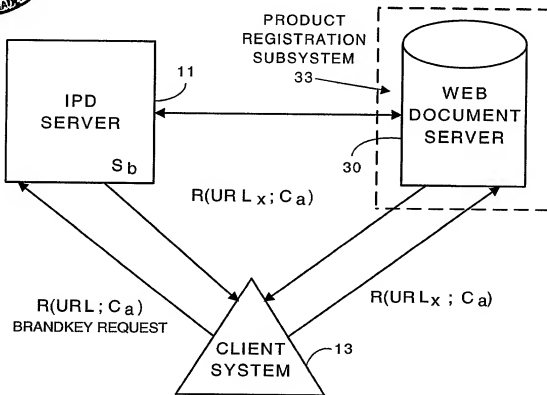


FIG. 5A

# MANUFACTURER WEBSITE SEARCH MODE

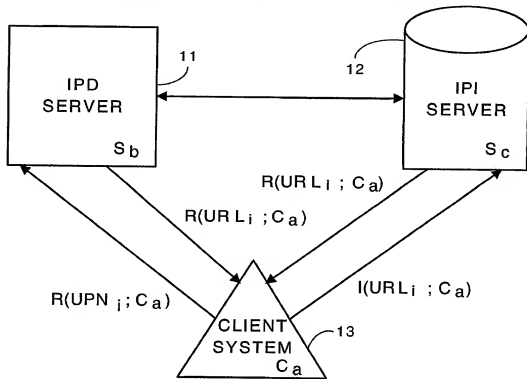


FIG. 5B

10059076.080602

UPN - DIRECTED INFORMATION ACCESS MODE

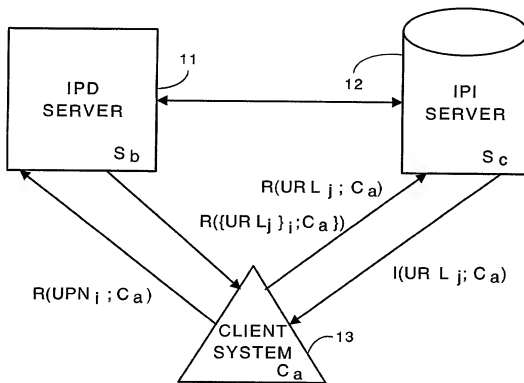


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

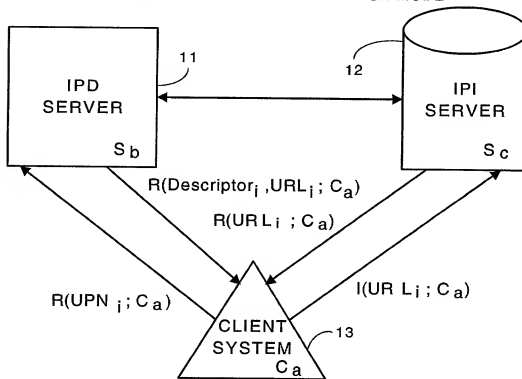


FIG. 5D



PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

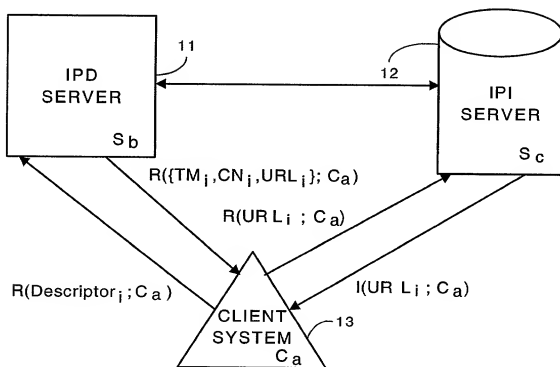


FIG. 5E

10059076.080602



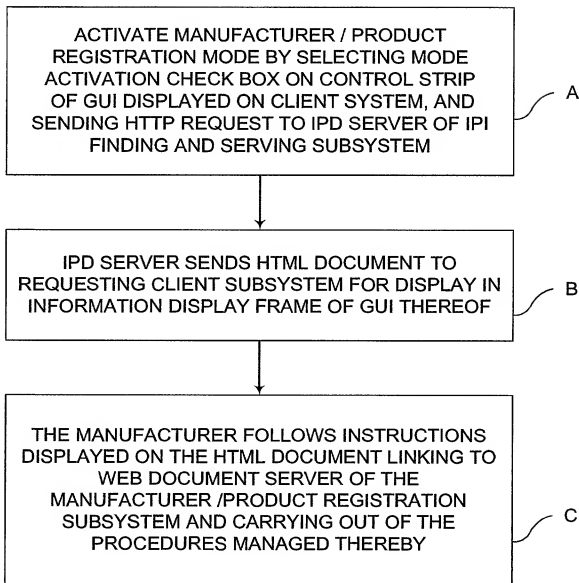


FIG. 6A



10059076.080602

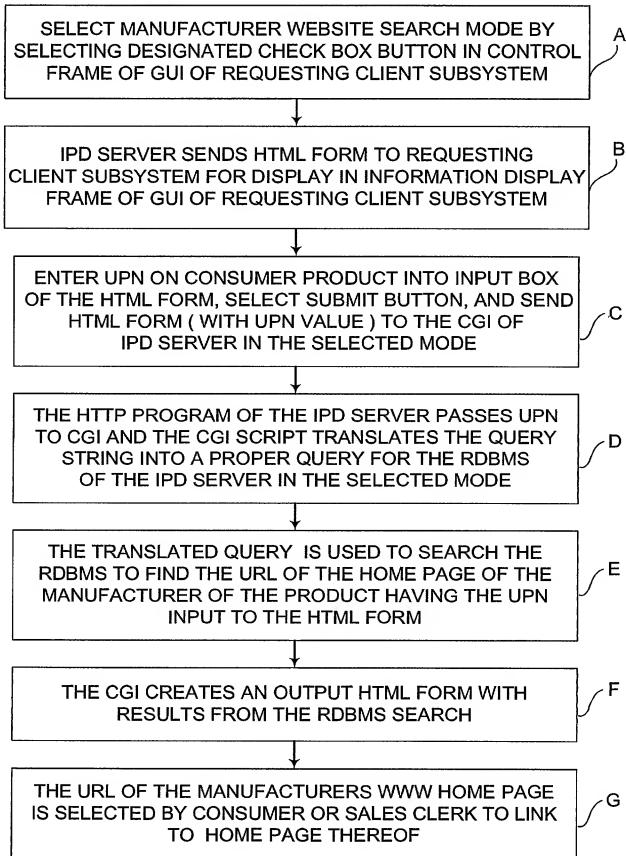


FIG. 6B

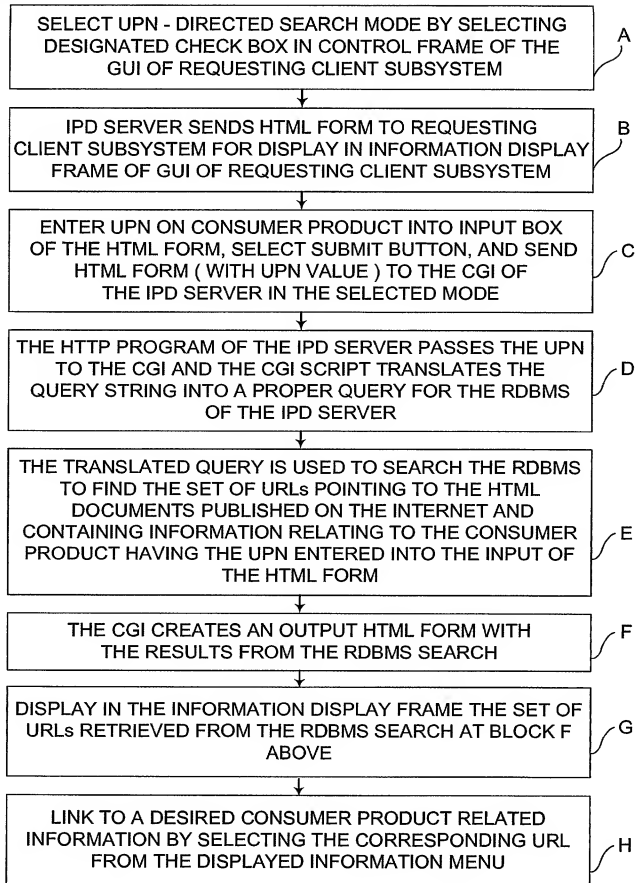


FIG. 6C



10059076.000602

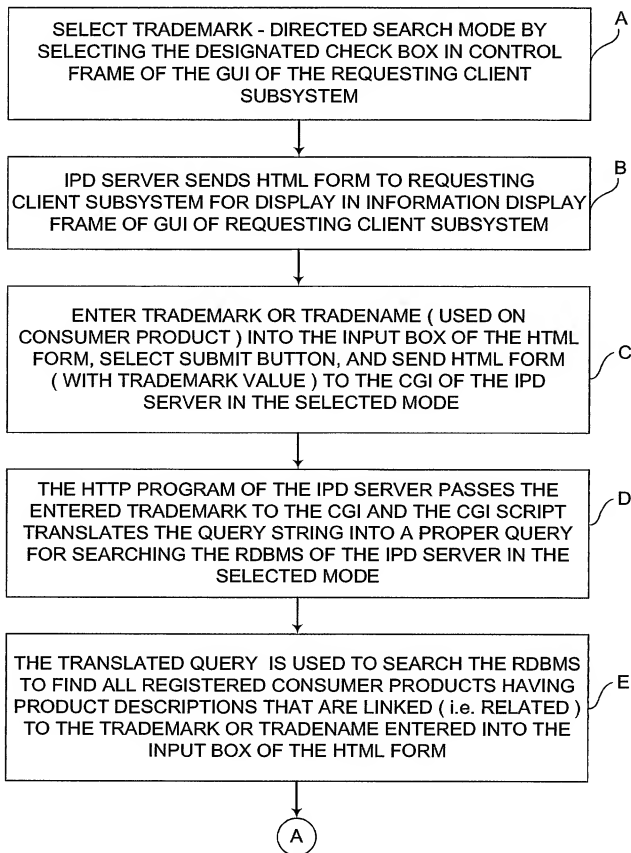


FIG. 6D1



10059076.080602

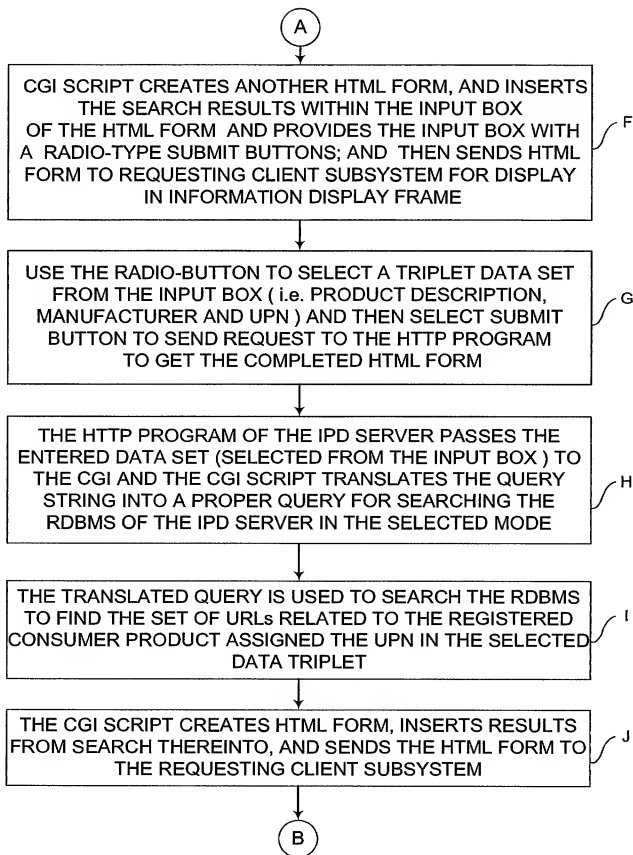


FIG. 6D2



B

DISPLAY THE SET OF URLs FROM SEARCH  
IN THE HTML FORM ON THE INFORMATION DISPLAY  
FRAME OF THE GUI OF REQUESTING CLIENT  
SUBSYSTEM

K

ACCESS AND DISPLAY ANY HTML DOCUMENT  
REFERENCED WITHIN THE DISPLAYED URL MENU BY  
SELECTING THE CORRESPONDING URL ANCHORED  
THERETO

L

FIG. 6D3

1059076-00002



10059076-000002

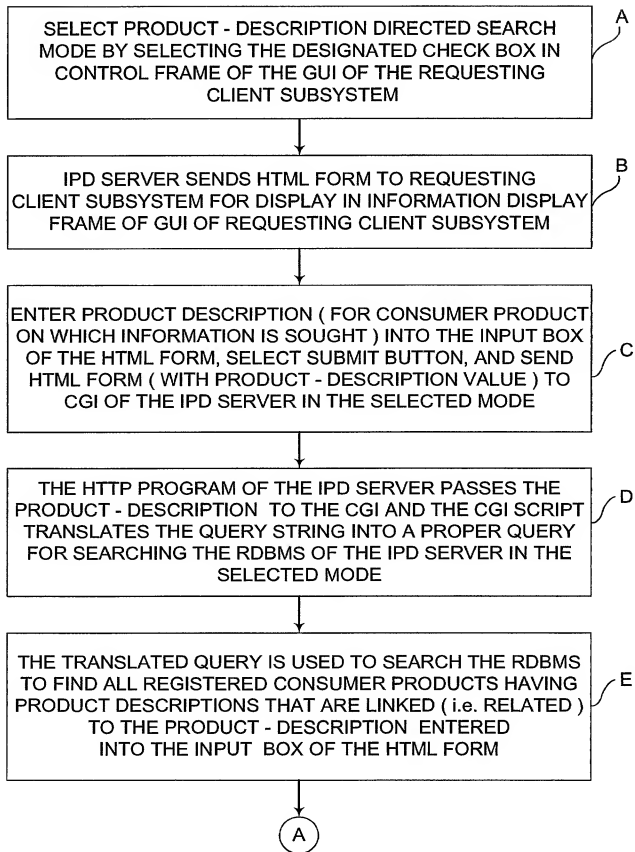


FIG. 6E1



(A)

CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME

F



USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX ( i.e. TRADEMARK , MANUFACTURER AND UPN ) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G



THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX ) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

H



THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLs RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED DATA TRIPLET

I



THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

J

(B)

FIG. 6E2

10059076.080602



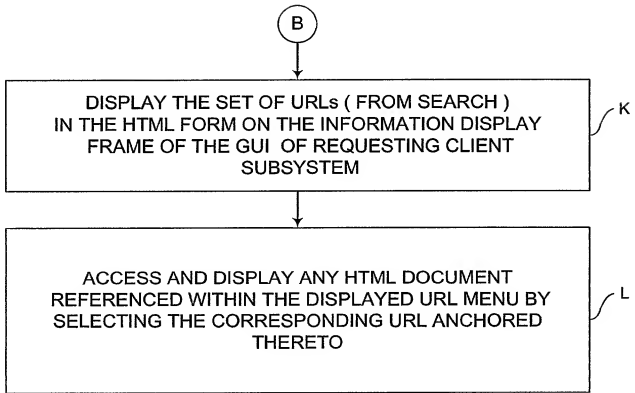


FIG. 6E3

10059076.000002

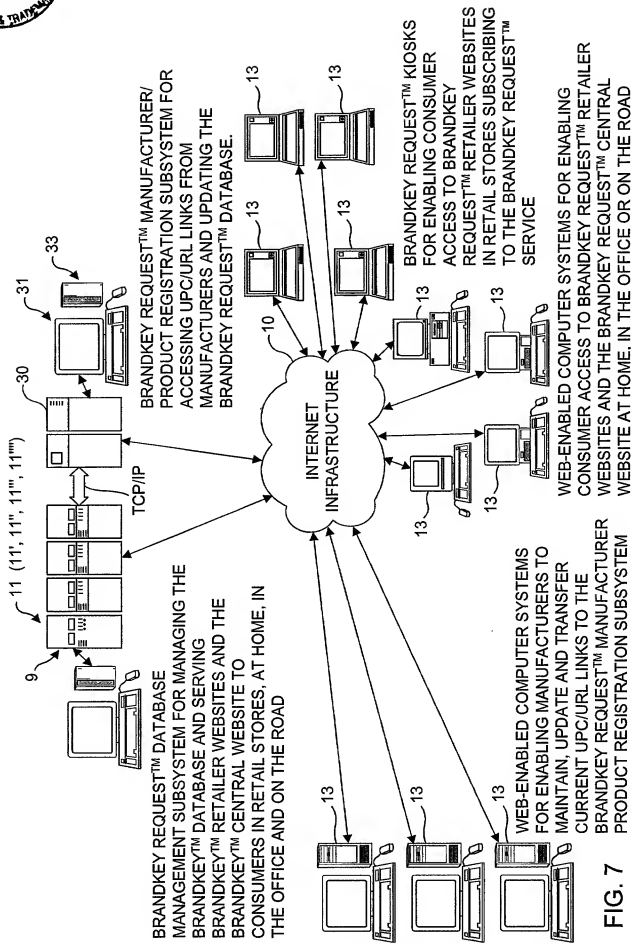


FIG. 7



10059076.000602

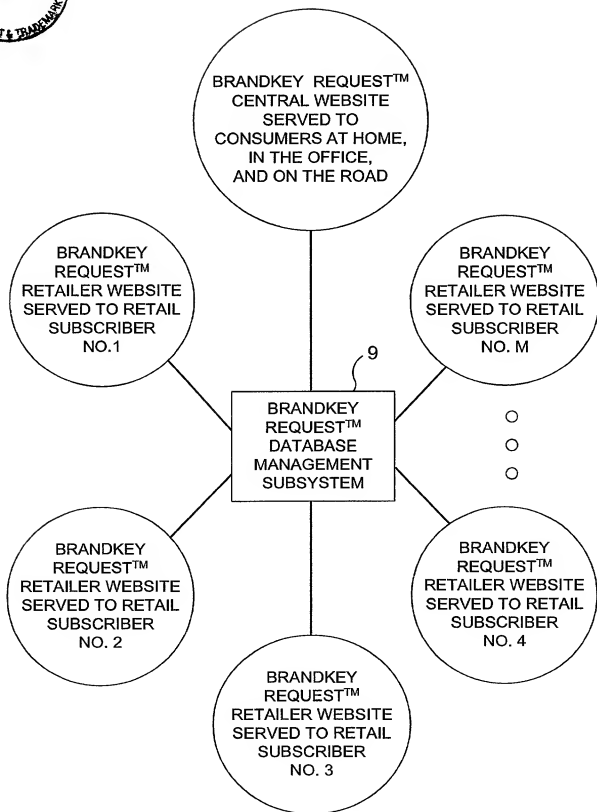
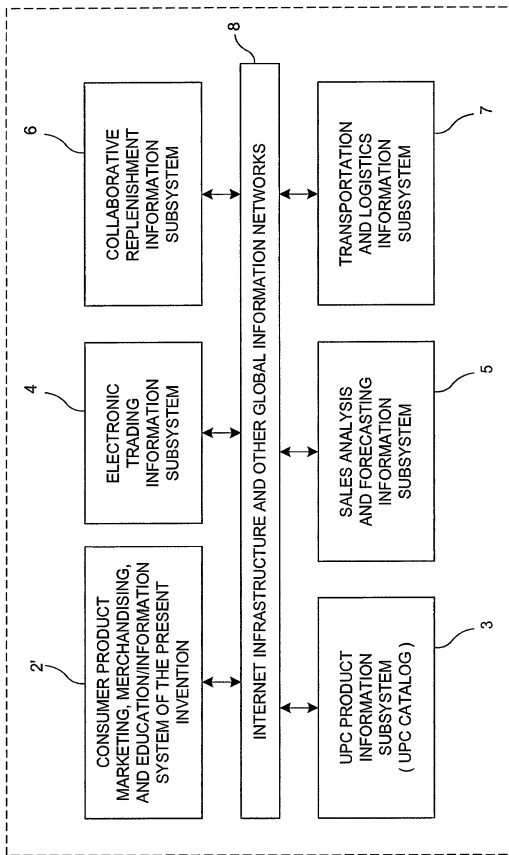


FIG. 8

209080 9/065001



1' SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

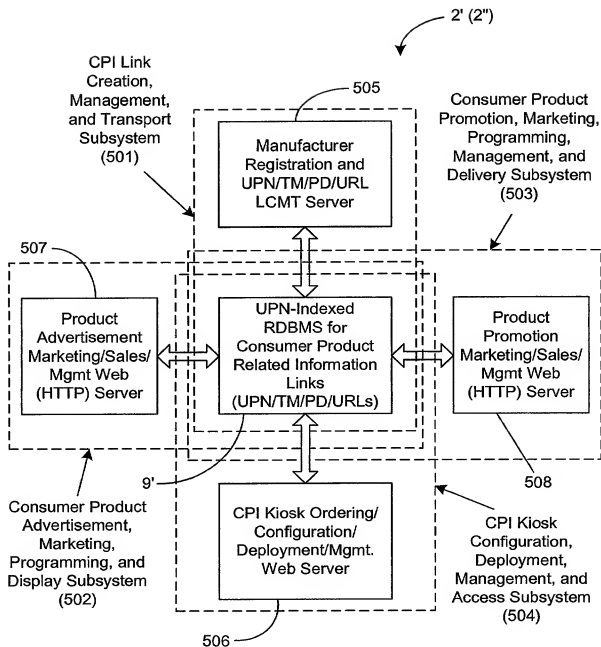


FIG. 9A

10059075 "080602

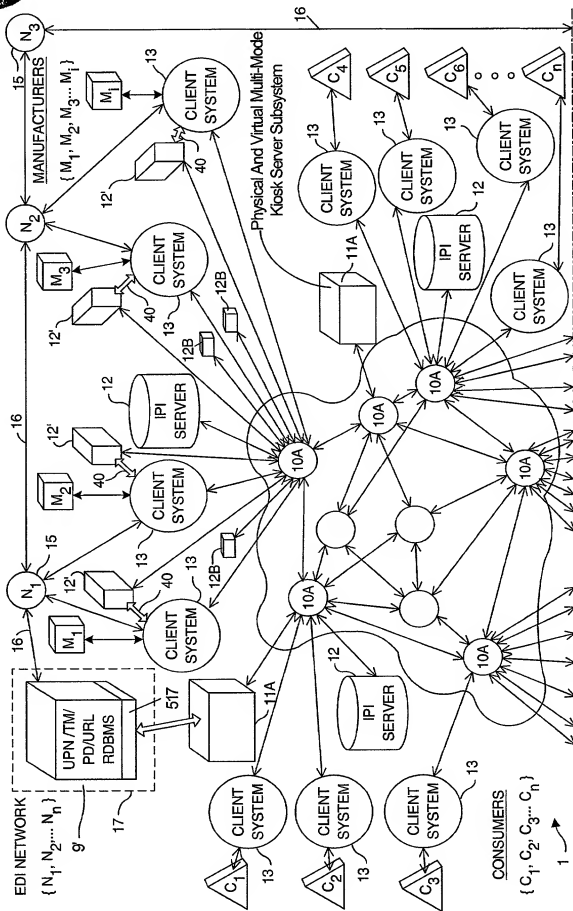


FIG. 10A1

209080-9/065001

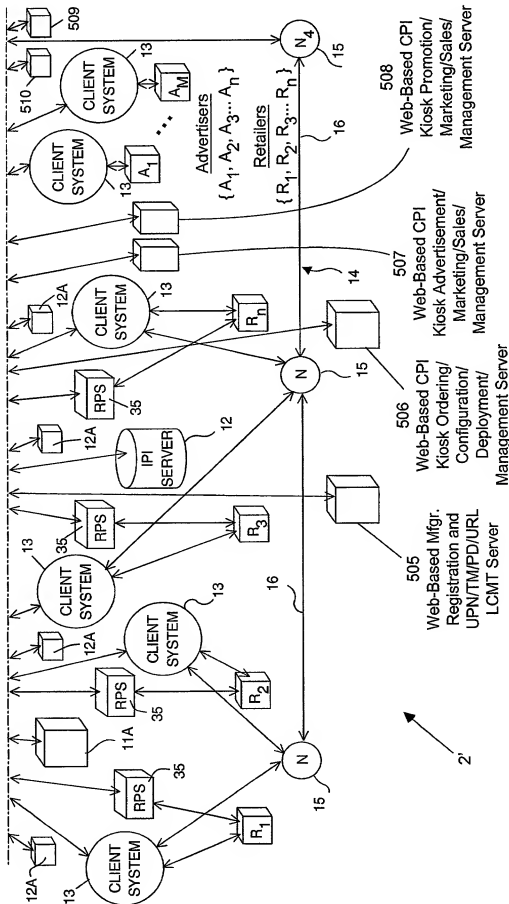


FIG. 10A2

209080" S/065001

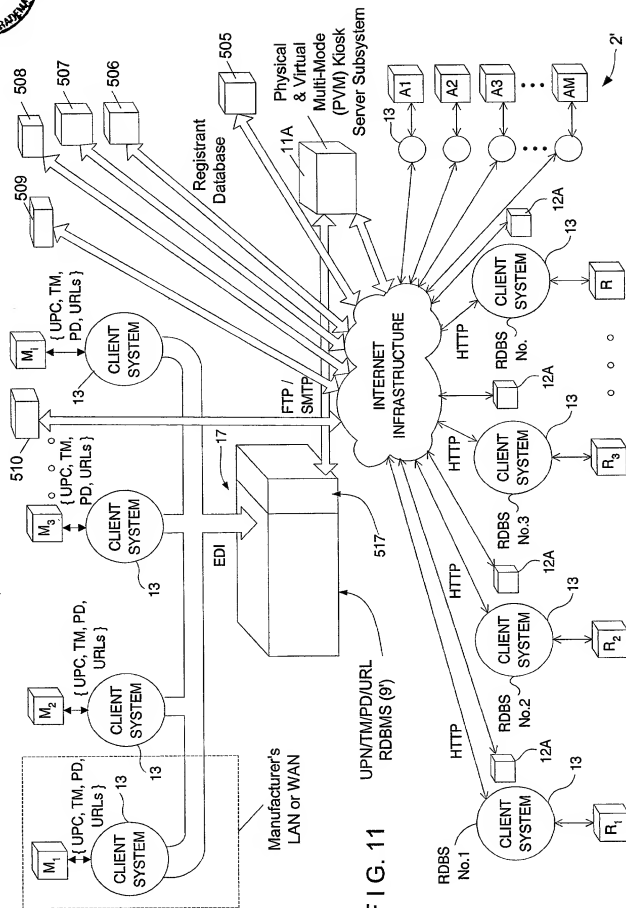


FIG. 11



209080\*9/065001

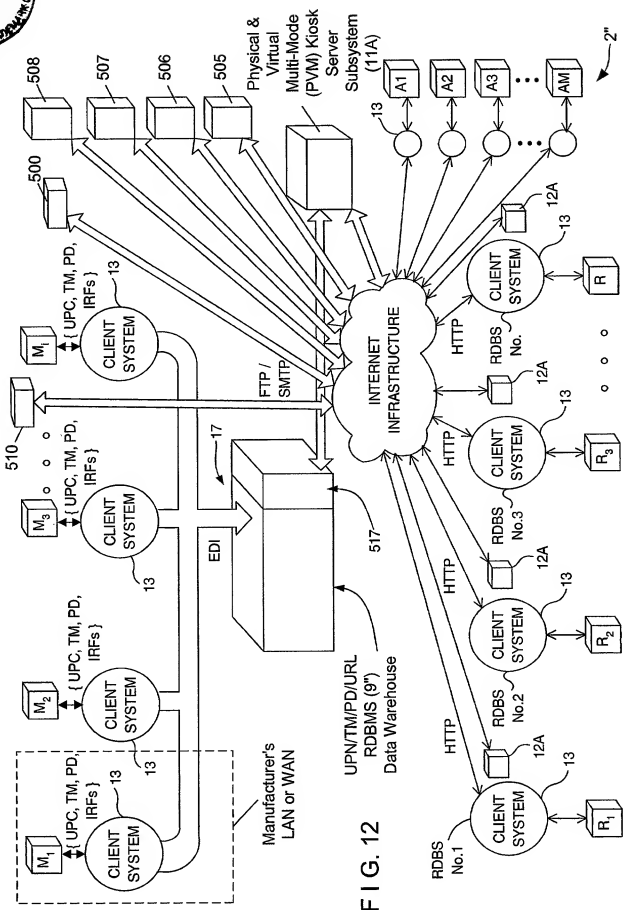


FIG. 12



209080\*9/2065001

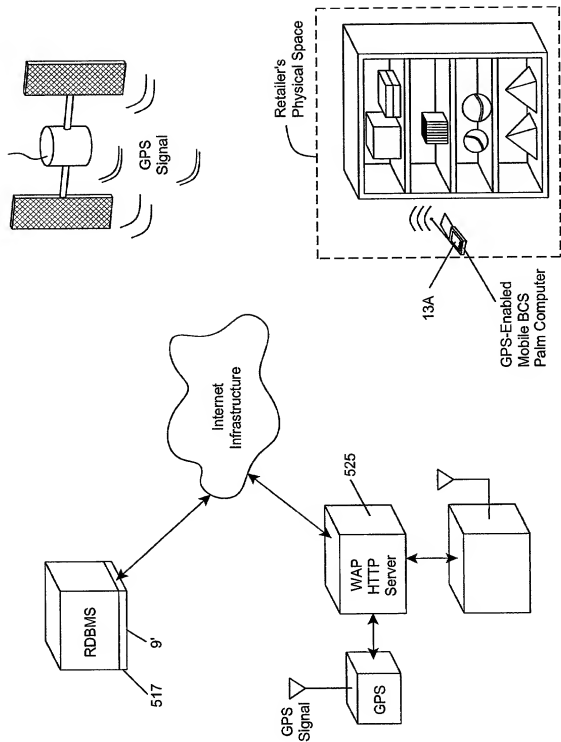


FIG. 14



10059076.080602

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A



Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

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Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1



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URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2



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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F





Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Sites	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Indexed; Enterable; Modifiable

FIG. 151



Structure: Promoter

Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

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Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K



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Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N



Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S



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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U



Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W



Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

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Structure: Virtual Kiosk Promo Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

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Structure: Ad Credit- Virtual Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk

Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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Structure: Purchase at Physical Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation

Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15KK

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Structure: Mfgr. Aisle/Shelf Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

"Mfgr.'s Virtual Aisle/Shelf Rights"

FIG. 15MM



Modes Of Information Service In The CPI Link Creation, Management, And  
Transport Subsystem (501)

- Registration Of Manufacturer/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
  - Manufacturer Customization Options;
    - Default CPI Categories For Linked URL,
    - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

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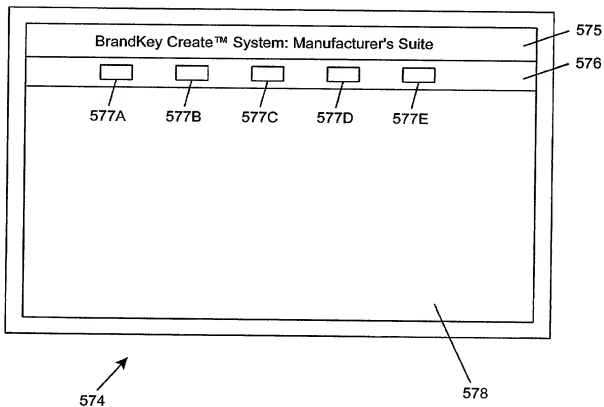


FIG. 16A

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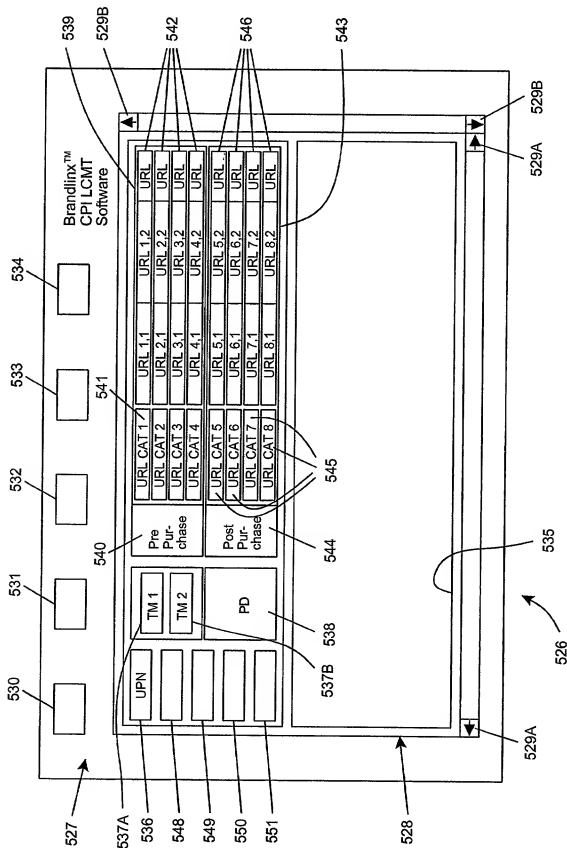


FIG. 17

Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

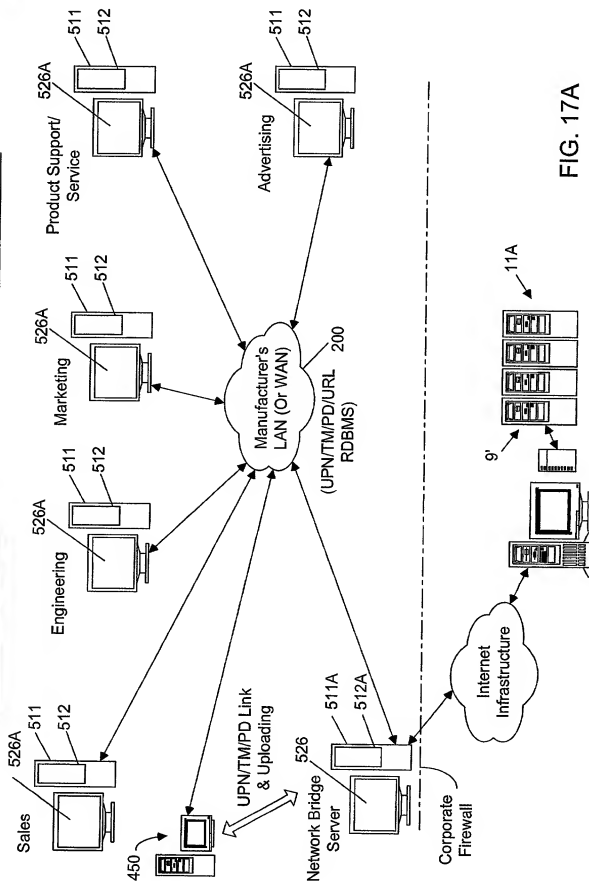


FIG. 17A



Distributed Method Of URL  
Category Management  
Within A Manufacturer's Enterprise

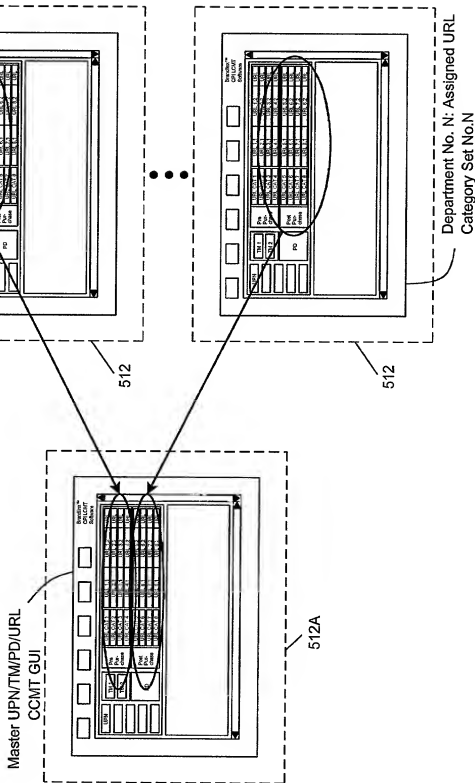
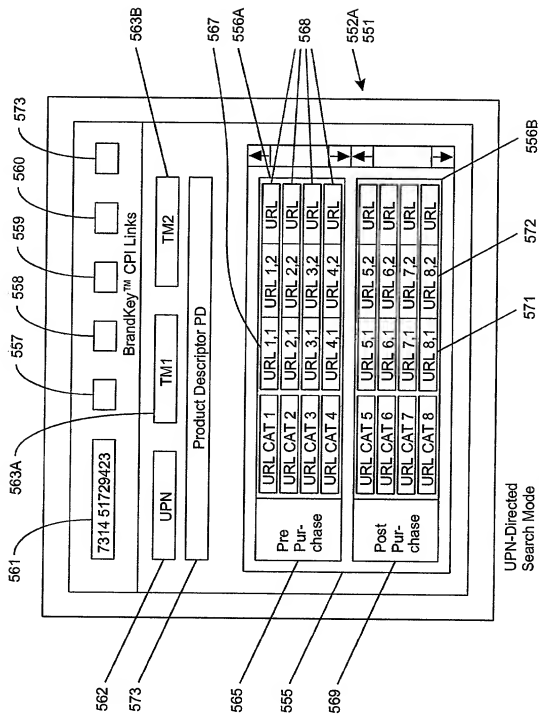
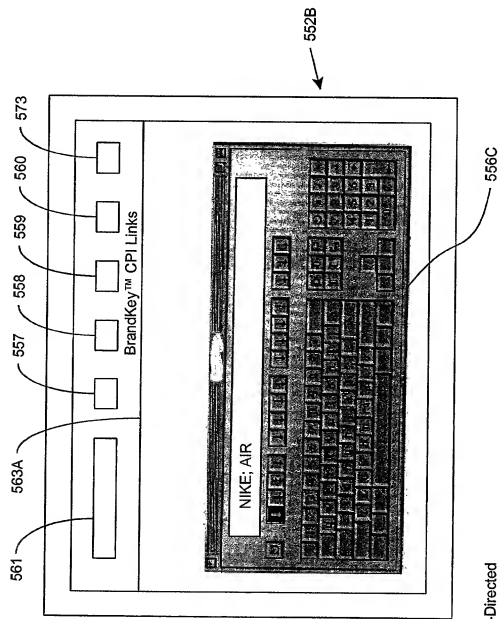


FIG. 17B



UPN-Directed  
Search Mode  
Step: Mode Selection,  
Data Entry, and  
Record Display

FIG. 18A



TM-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18B1

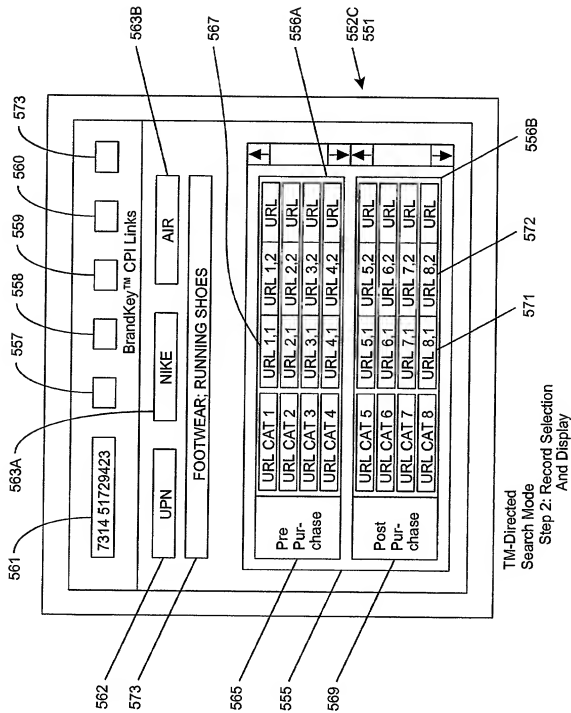
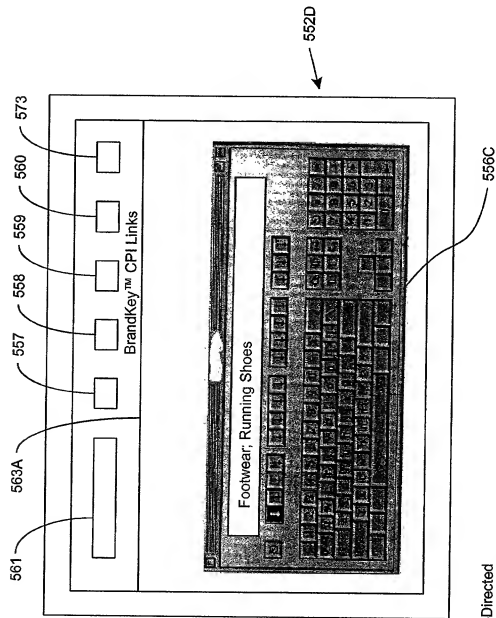


FIG. 18B2

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PD-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18C1



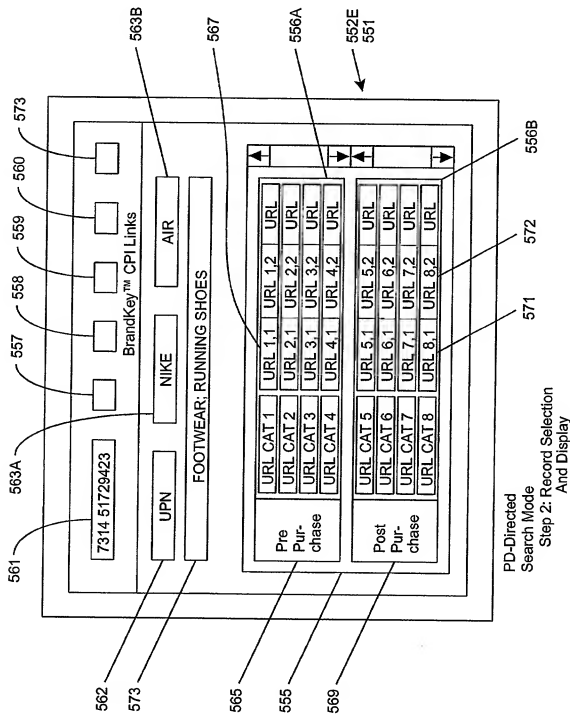


FIG. 18C2



Modes Of Information Service In The CPI Kiosk Configuration, Deployment,  
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
  - Specify Location Of Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed CPI Kiosk
  - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed In Retailer E-Stores
  - Physical CPI Kiosks Deployed In Retailer P-Stores
  - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

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Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacturer/Creation Of Retailer Account
- Log-In By Manufacturer  
Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
  - Specify Domain Of Virtual Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
  - Selection And Customization Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B

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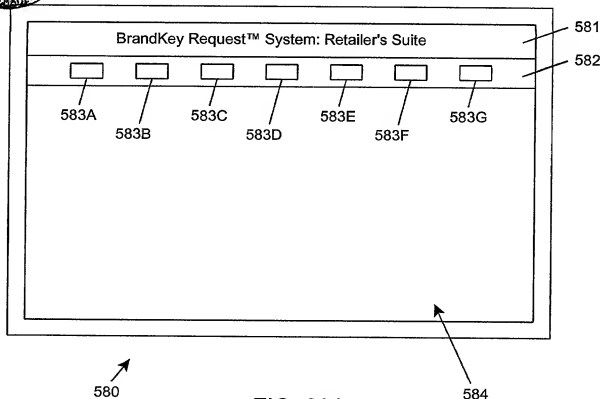


FIG. 20A

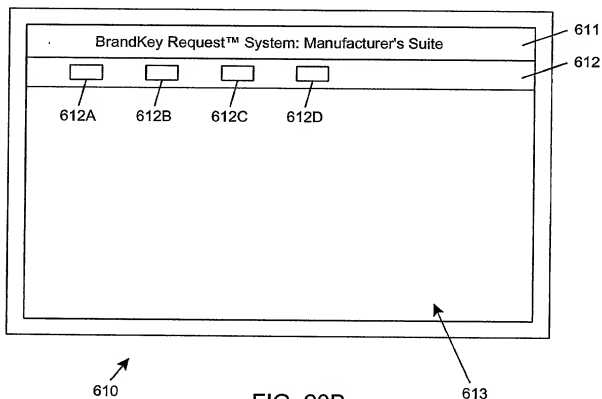


FIG. 20B

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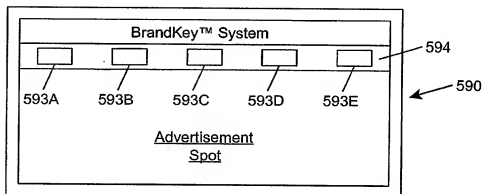


FIG. 21A

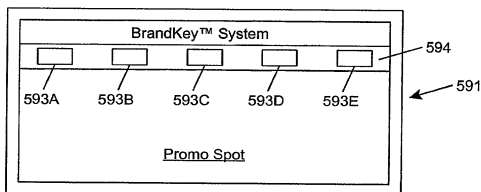


FIG. 21B

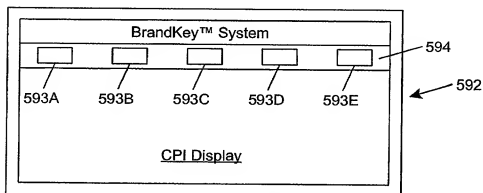


FIG. 21C

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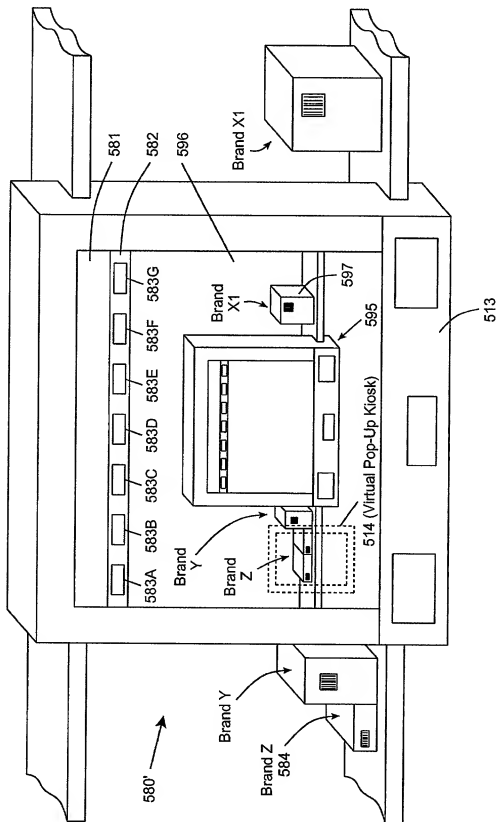


FIG. 22

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"Manufacturer Alisle/Shelf Right/Privilege Registration"

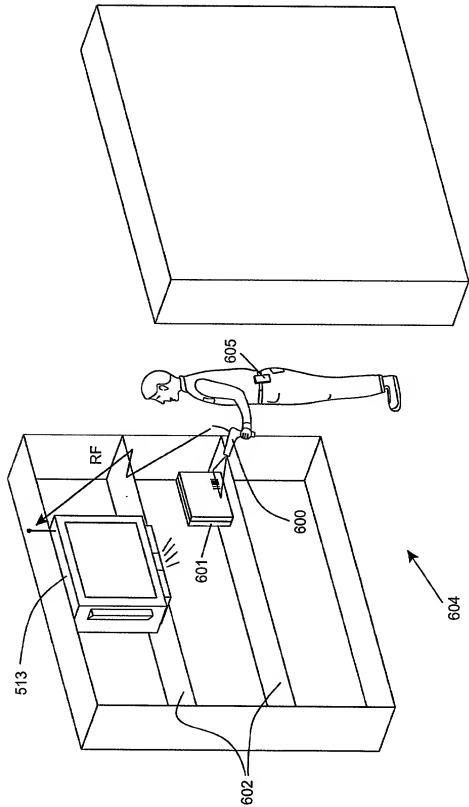


FIG. 23

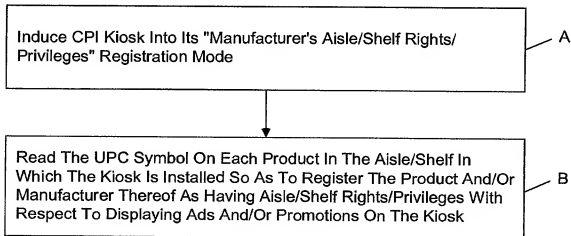


FIG. 24A

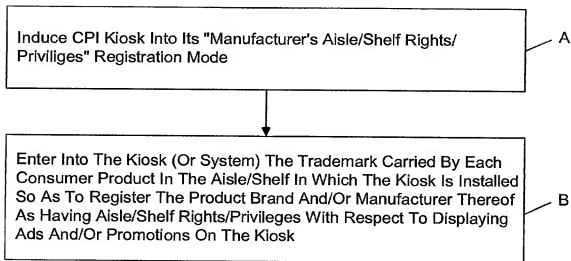


FIG. 24B

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Data-Processing Method Carried Out On CPI Requests Made By  
Consumers From Physical Retailer-Based CPI Kiosks In Accordance  
With The Principles Of The Present Invention

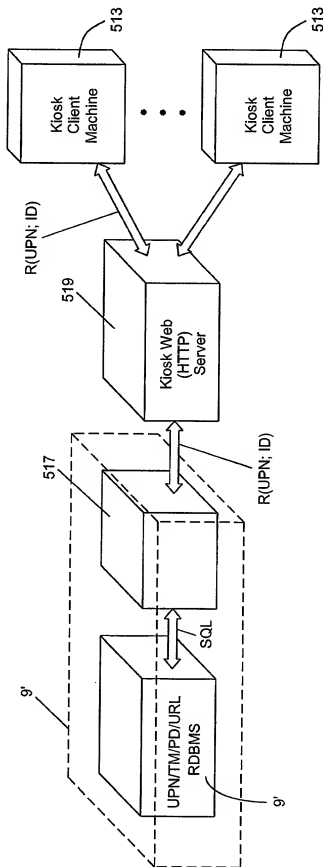


FIG. 25



Data Filtering On CPI Requests Made From Physical  
Kiosks Deployed In A Retailers Store

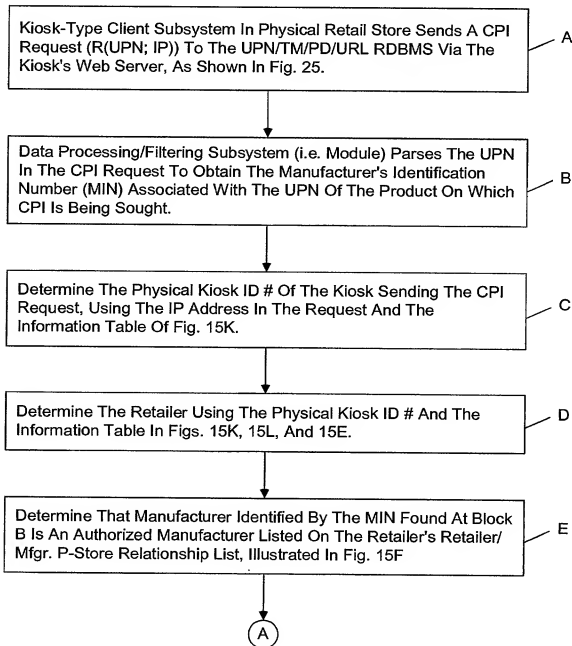


FIG. 26A

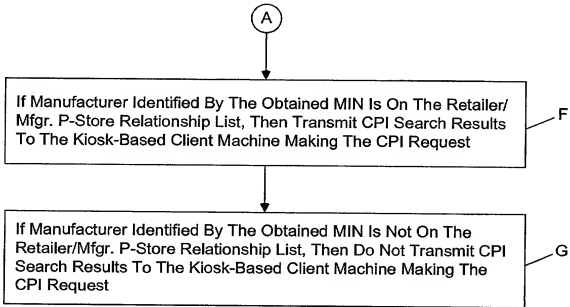


FIG. 26B

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Data-Processing Method Carried Out On CPI Requests Made By  
Consumers From Virtual-Type Retailer-Based CPI Kiosks In  
Accordance With The Principles Of The Present Invention

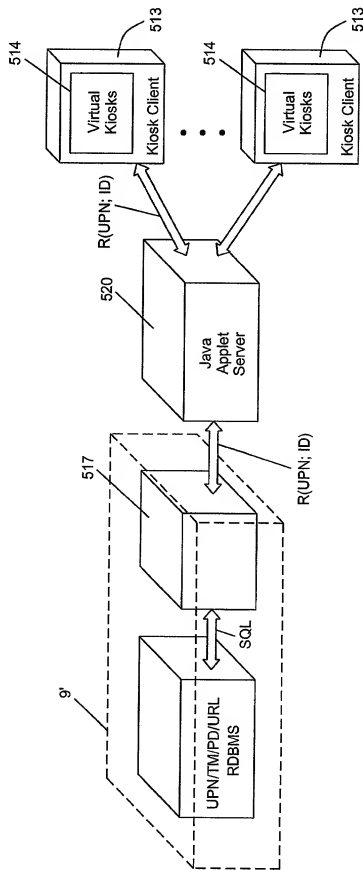


FIG. 27



Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)  
Kiosks Deployed At An E-Tailers WWW Site Or E-Store

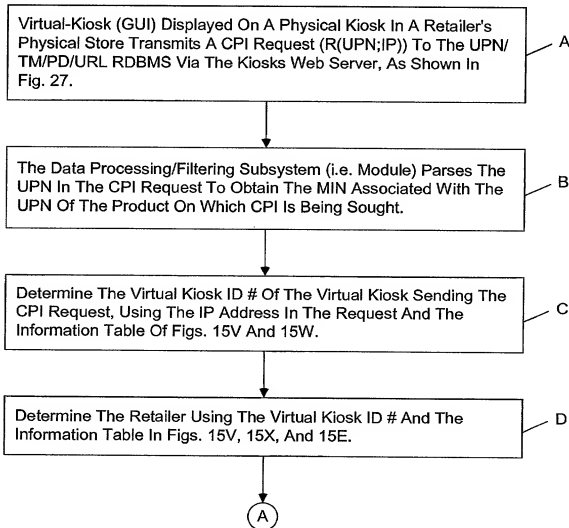


FIG. 28A

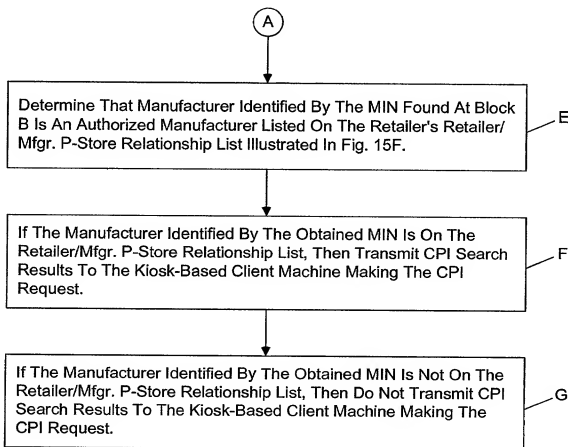


FIG. 28B



Modes of Information Service in the Consumer Product Advertisement  
Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

1059076.080502

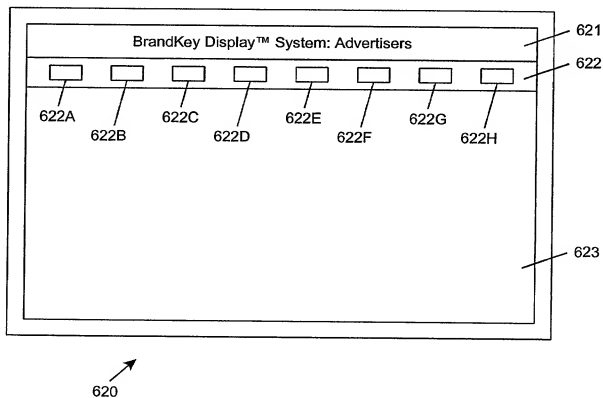


FIG. 30

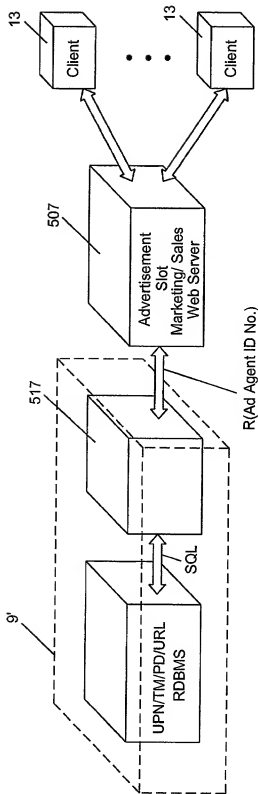
10059076.080602



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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention



R(Ad Agent ID No.)

FIG. 31



Data Processing Method For Generating A General Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

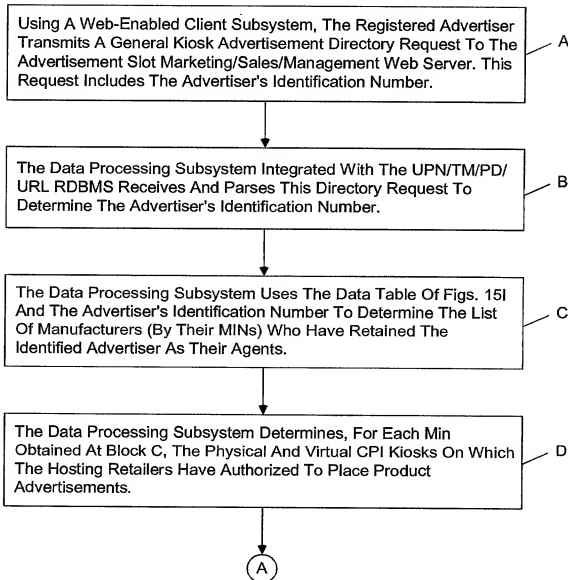


FIG. 32A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

E

FIG. 32B

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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

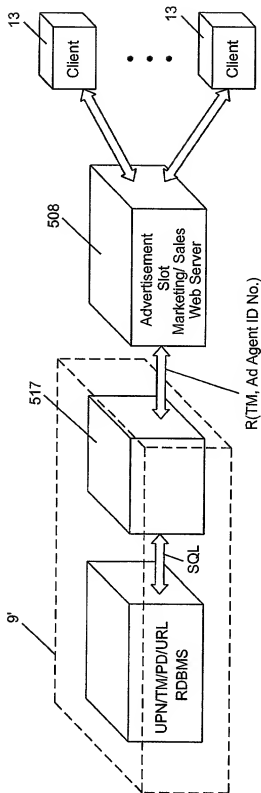


FIG. 33



Data Processing Method For Generating A Brand Kiosk  
Advertising Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Advertiser Is  
Authorized By Retailers To Place Ad Spot Orders  
For Execution And Display

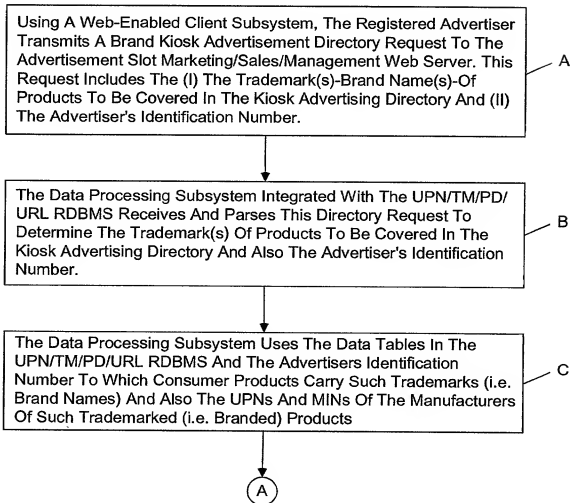


FIG. 34A

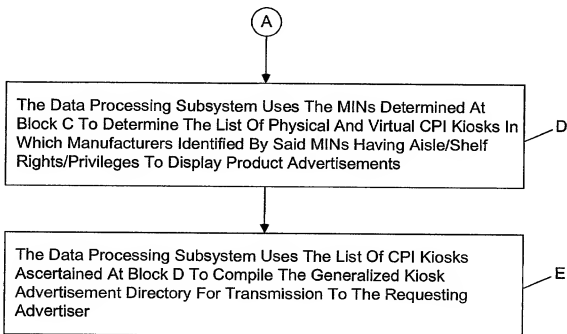


FIG. 34B

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Modes of Information Service in the Consumer Product Promotion Marketing,  
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

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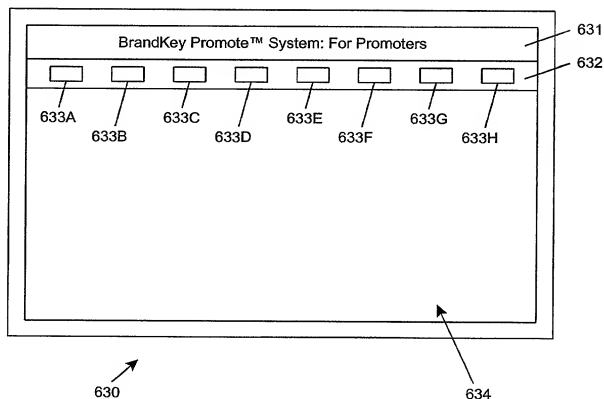


FIG. 36

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Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

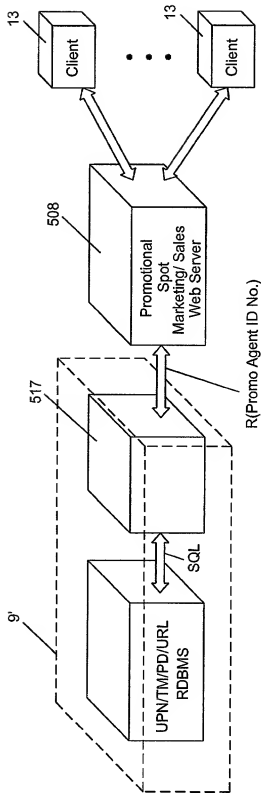


FIG. 37



Data Processing Method For Generating A General Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promo Spot Orders  
For Execution And Display

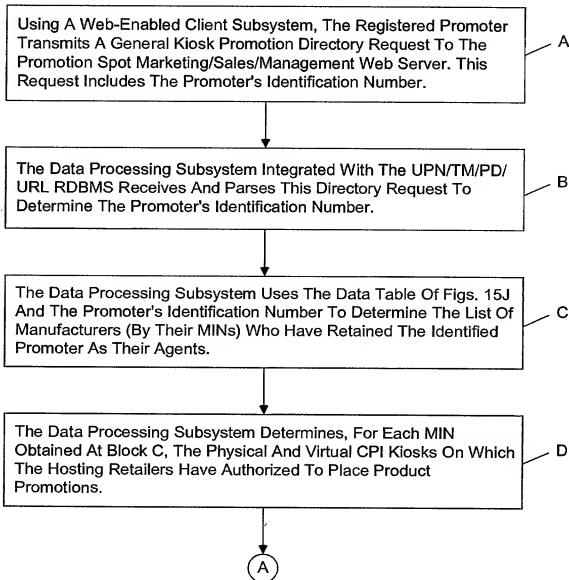


FIG. 38A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

E

FIG. 38B

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Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

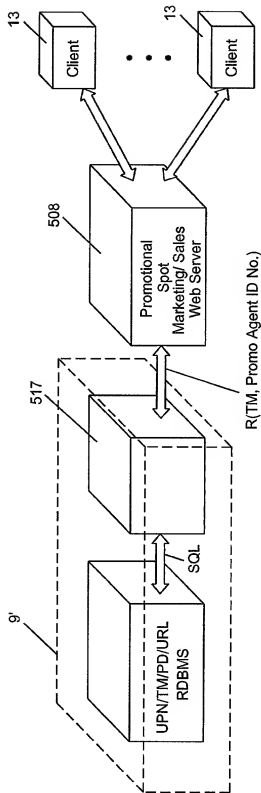


FIG. 39



Data Processing Method For Generating A Brand Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promotion Spot Orders For  
Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Promoter Transmits A Brand Kiosk Promotion Directory Request To The Promotion Spot Marketing/ Sales Management Web (HTTP) Server. As Indicated In Fig. 39, This Request Includes (I) The Trademark(s)-Brand Names Of Products To Be Covered In The Kiosk Promotion Directory, And (II) The Promoter's Identification Numbers.

The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To Determine The Trademark(s) Of Products To Be Covered In The Kiosk Promotion Directory, And Also The Promotion Identification Number.

The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Promotion Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufacturers Of Such Trademarked (i.e. Branded) Products.

The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Promotions.

A

FIG. 40A

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E

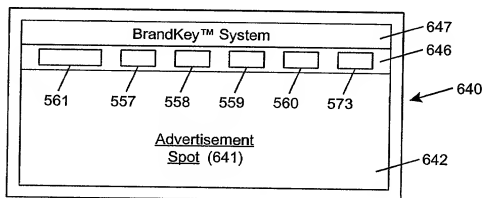


FIG. 42A

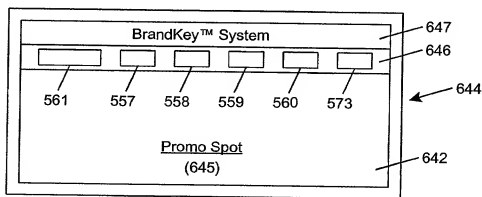


FIG. 42B

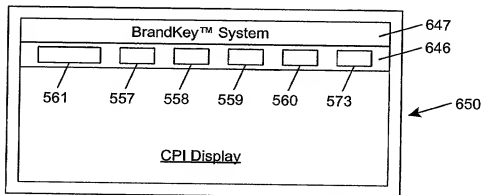


FIG. 42C

20080706 080602

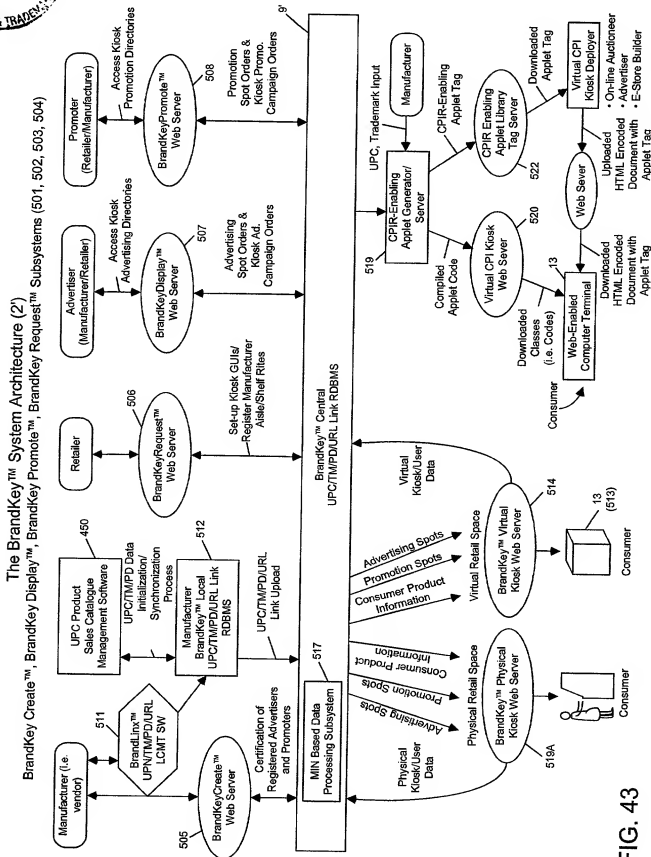


FIG. 43